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ABSTRACT

This survey was conducted: (1) to develop a survey instrument for the collection of viewer interviews with the guidance and involvement of personnel recruited from inner city communities; (2) to ascertain if Sesame Street was being received by a significant number of inner city households in the low-income, minority, communities of Los Angeles and Chicago; (3) to identify television viewing patterns of the preschoolers and their parents; (4) to obtain data about the perceived value of the educational aspects of Sesame Street; and (5) to identify potential volunteer participants to maximize the effectiveness of each preschooler's viewing. The direction of the survey (covering 8,000 households) is toward determining if Sesame Street reaches the population for which it is intended--poor inner city preschoolers. Observations are provided that compare the audiences in the two cities and suggest future program modifications. Approximately one-third of the document consists of tables and survey forms. (AJ)

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A SURVEY OF TWO CITIES:

SEASAME STREET

Viewing Patterns In Inner City
Los Angeles And Chicago

PS 004412

CONDUCTED FOR THE CHILDREN'S TELEVISION WORKSHOP, NEW YORK, NEW YORK

AUGUST 21, 1970

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INTRODUCTION

Sesame Street, in its brief history, has become a very significant new force in early childhood education. The evidence obtained by scientific audience samplings has revealed that the program had reached an exceptionally high level of distribution in terms of the universe of the target audience--the preschool child and the young child already in school. However, information concerning distribution of the program to the inner city audience is at present incomplete.

High among the goals of the creators of Sesame Street is the education and enrichment of the experience of the inner city child, to the extent that both the television program and the supporting materials can reach him. Strong evidence supports the proposition that much more can be done to favorably influence the social and intellectual development of the three, four, and five year old child than has conventionally been achieved by our educational system. However, while Sesame Street may have as one of its stated high priorities the education of the inner city child, the known and recorded viewing audience includes millions of children from middle-class or otherwise "advantaged" circumstances. Although some audience evaluation data had been gathered in the large Eastern cities, Children's Television Workshop, the producers of Sesame Street, had only limited information on viewing patterns in the cities in the Mid-Western or Western states.

Thus, the question arises: to what extent do poor inner city youngsters benefit from the existence of Sesame Street? Do they have television sets in their homes that can receive the program? Does "Sesame" open the "doors" for these youngsters? A need for answers to these and other questions prompted the conducting of this survey regarding the viewing habits of inner city youngsters in Los Angeles and Chicago.

OBJECTIVES

The purpose of this survey was to accomplish the following:

- Develop a survey instrument and procedures for the collection of viewer interviews with the guidance and involvement of personnel recruited from inner city communities.

- Ascertain if the Sesame Street presentation was being received by a significant number of inner city households in the low-income, minority communities in both Los Angeles and Chicago.

- Identify television viewing patterns of the households surveyed, especially those of the preschoolers and their parents.

- Obtain other data about Sesame Street including the perceived value of the educational aspects of the program.

- Identify potential participants for a voluntary effort designed to maximize the effectiveness of each preschooler's viewing of Sesame Street.

AREAS SURVEYED

Four distinct areas of each city were selected. Approximately 8,000 households were contacted in both cities during the period between June, 1970 and August, 1970.

In Los Angeles the communities surveyed included Watts/South Central, East Los Angeles, El Monte, and Pacoima. In Chicago the communities of Grand Boulevard, West Town, Lawndale, and Uptown were surveyed. Demographic characteristics of each area are provided in the sections that follow. Maps identifying the community areas are provided in Figures 1 and 2. (see page 4.)

Selection of the El Monte and Pacoima areas was based upon the recommendations of the participants in the Los Angeles Planning Seminar. Most surveys of Spanish-speaking low-income areas of Los Angeles County have generally dealt only with East Los Angeles. The seminar participants felt that this survey should also sample the Spanish-speaking "trough," which runs diagonally East and West somewhat North of the "Central City Barrio," and includes substantial numbers of low-income Spanish-speaking families.

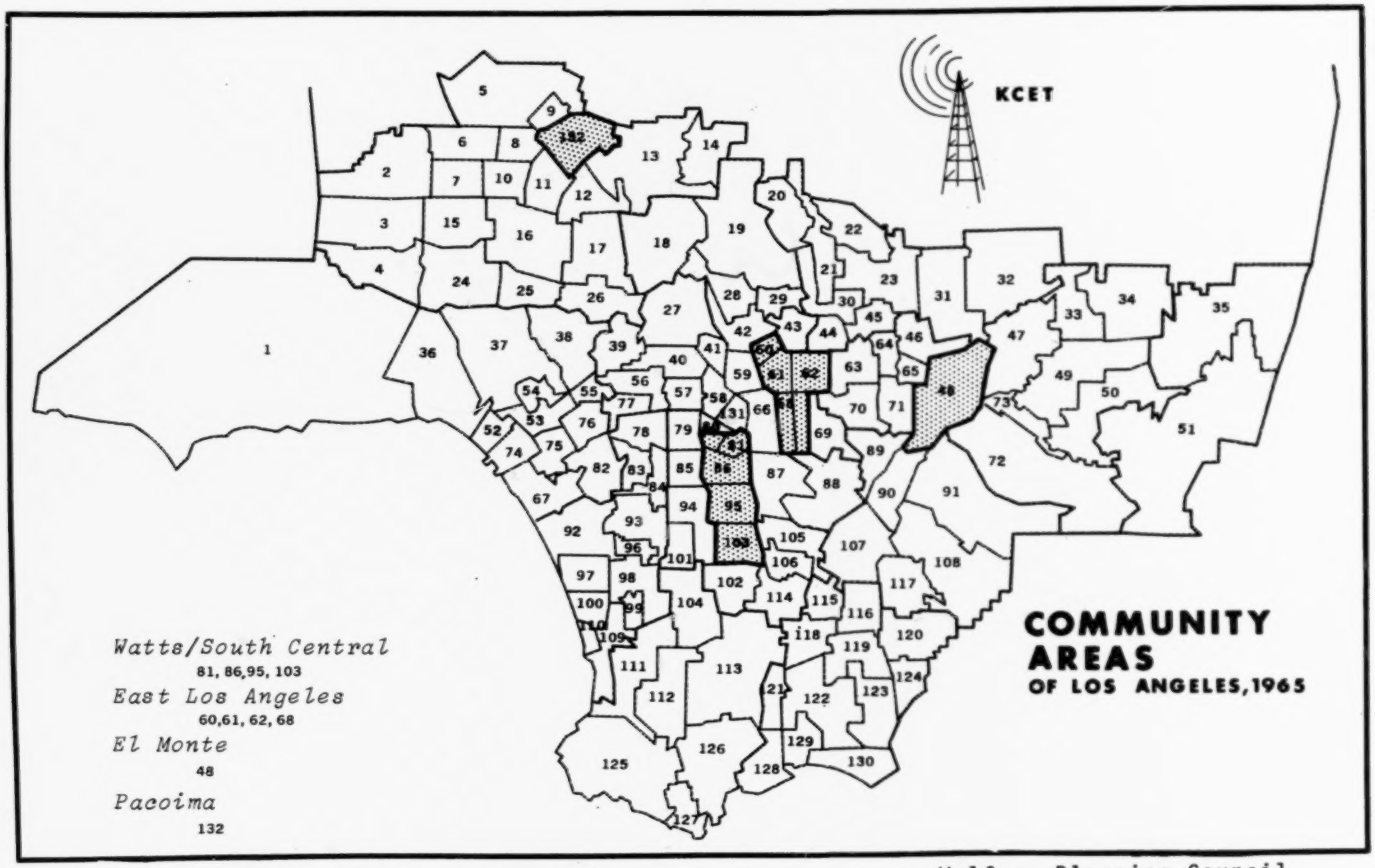

Fig. 1. Community Areas Surveyed

Welfare Planning Council
Los Angeles Region 6/65
(see appendix for designation of other areas)

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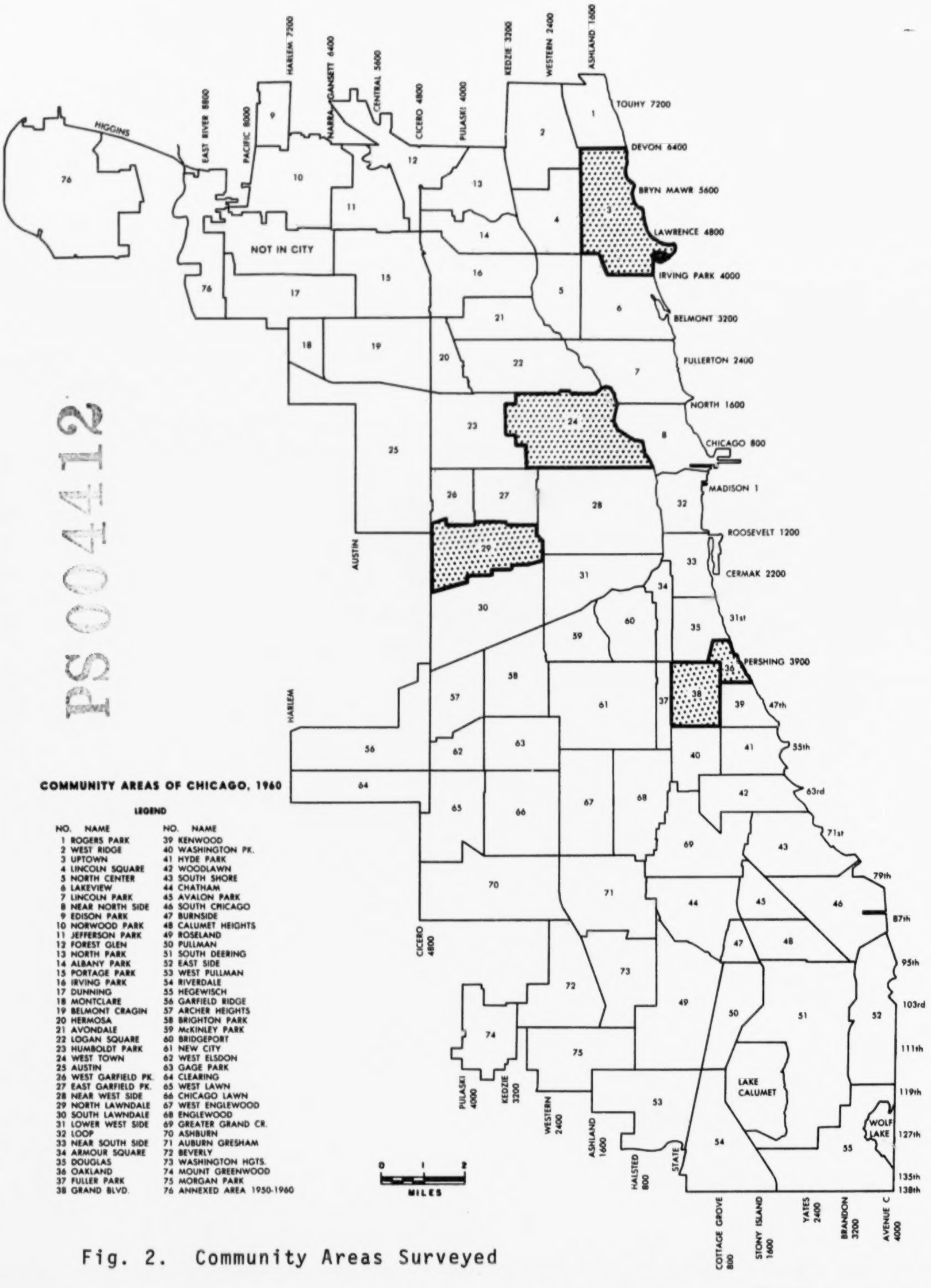

COMMUNITY AREAS OF CHICAGO, 1960

LEGEND

NO.	NAME	NO.	NAME
1	ROGERS PARK	39	KENWOOD
2	WEST RIDGE	40	WASHINGTON PK.
3	UPTOWN	41	HYDE PARK
4	LINCOLN SQUARE	42	WOODLAWN
5	NORTH CENTER	43	SOUTH SHORE
6	LAKEVIEW	44	CHATHAM
7	LINCOLN PARK	45	AVALON PARK
8	NEAR NORTH SIDE	46	SOUTH CHICAGO
9	EDISON PARK	47	BURNSIDE
10	NORWOOD PARK	48	CALUMET HEIGHTS
11	JEFFERSON PARK	49	ROSELAND
12	FOREST GLEN	50	PULLMAN
13	NORTH PARK	51	SOUTH DEERING
14	ALBANY PARK	52	EAST SIDE
15	PORTAGE PARK	53	WEST PULLMAN
16	IRVING PARK	54	RIVERDALE
17	DUNNING	55	HEGEWISCH
18	MONTCLARE	56	GARFIELD RIDGE
19	BELMONT CRAGIN	57	ARCHER HEIGHTS
20	HERMOSA	58	BRIGHTON PARK
21	AVONDALE	59	McKINLEY PARK
22	LOGAN SQUARE	60	BRIDGEPORT
23	HUMBOLDT PARK	61	NEW CITY
24	WEST TOWN	62	WEST ELSDON
25	AUSTIN	63	GAGE PARK
26	WEST GARFIELD PK.	64	CLEARING
27	EAST GARFIELD PK.	65	WEST LAWN
28	NEAR WEST SIDE	66	CHICAGO LAWN
29	NORTH LAWNDALE	67	WEST ENGLEWOOD
30	SOUTH LAWNDALE	68	ENGLEWOOD
31	LOWER WEST SIDE	69	GREATER GRAND CR.
32	LOOP	70	ASHBURN
33	NEAR SOUTH SIDE	71	AUBURN GRESHAM
34	ARMOUR SQUARE	72	BEVERLY
35	DOUGLAS	73	WASHINGTON HGTS.
36	OAKLAND	74	MOUNT GREENWOOD
37	FULLER PARK	75	MORGAN PARK
38	GRAND BLVD.	76	ANNEXED AREA 1950-1960

Fig. 2. Community Areas Surveyed

PROCEDURES

Advisory Committee Meeting

On May 13, 1970 an initial meeting of the project Advisory Committee was held at the Institute for Educational Development in New York City. The objective of this meeting was to examine the various general parameters of the project, the theoretical model, the sampling strategies for the survey, and the overall timetable for the project. Participating in that meeting were the following:

Dr. Nancy Arnez, Board of Directors, Association for Inner City Development, Chicago

Mrs. Evelyn Davis, Associate Director for Utilization, Children's Television Workshop

Dr. Robert T. Filep, Vice President, Institute for Educational Development

Mr. Robert Hatch, Director of Utilization, Children's Television Workshop

Rev. James E. Jones, Westminster Presbyterian Church, Los Angeles

Dr. Sidney P. Marland, Jr., President, Institute for Educational Development

Dr. Richard J. McKinlay, Associate Director, Survey Laboratory, University of Illinois, Chicago Circle Campus

Mr. Edward V. Moreno, Mexican-American Foundation, Los Angeles

Dr. Joseph Rosen, Superintendent of Schools, District Ten, Chicago, Illinois

Dr. Donald Smith, Board of Directors, Association for Inner City Development

Mrs. Susan Wong, Research Associate, Institute for Educational Development

Following the Advisory Committee meeting two planning seminars were convened, one in Los Angeles and one in Chicago. These groups were composed of individuals broadly representative of varied interests, expertise, and experience and were convened to examine the survey procedures and the plan for the project. The seminar participants assisted in the planning and design of the survey, critiqued the survey questionnaire, and identified procedures for involving in the survey those low-income minority communities with which they were most immediately involved. Each seminar participant nominated individuals from his community to work on the survey team. The participants in the Los Angeles and Chicago seminars are listed below:

Los Angeles

Mrs. Addalyne Beneford, Parent-Volunteer

Mrs. Shirley Better, Assistant Professor of Sociology, Los Angeles State College

Mr. Roy T. Dawson, Human Resources Agency

Dr. Robert T. Filep, Institute for Educational Development

Mrs. Pearl T. Gillette, Institute for Educational Development

Mrs. Carol Grewe, Los Angeles Council of Churches

Mr. Robert Hatch, Children's Television Workshop

Mr. Edward Moreno, KCET-Project Director "Ahora"

Mr. Edward V. Moreno, Mexican American Foundation

Mr. Martin Ortiz, Center of Mexican American Studies, Whittier College

Mrs. Lupe Reaza, Ford Boulevard Elementary School

Mrs. Gwendolyn Richards, Institute for Educational Development

Mr. Edward "Abie" Robinson, Community Worker

Mrs. Inez C. Taylor, Parent-Headstart Director

Mrs. Margaret Wright, Parent-Community Worker

Chicago

Miss Carol L. Adams, Association for Inner City Development

Dr. Nancy Arnez, Association for Inner City Development

Mrs. Gustavia Cunningham, Community Consultant

Mrs. Evelyn Davis, Children's Television Workshop

Mrs. Carolyn Ditto, Community Consultant

Dr. Robert T. Filep, Institute for Educational Development

Mrs. Leander Jones, Social Worker

Mrs. Rita Munoz, Community Consultant

Dr. Joseph Rosen, Chicago Public Schools

Dr. Donald Smith, Association for Inner City Development

Mrs. Virginia Smith, Community Consultant

Mrs. Sonya Stone, Association for Inner City Development

Mrs. Marie Veazey, Principal, Crown School

Miss Eileen Washington, Association for Inner City Development

Edward Moreno
KCET-Project Director "Ahora"

Robert T. Filep
Survey Project Director, IED

Roy T. Dawson
L. A. Human Resources Agency

Martin Ortiz
Whittier College
Mexican American Studies

Gwendolyn Richards
IED Research Assistant

Maxima A. Salinda
Archdiocese Pre-School Project

Edward "Abie" Robinson
Los Angeles Community Worker

Pearl Gillette
IED Sesame Project Coordinator

Edward V. Moreno
Mexican American Foundation

Margaret Wright
L. A. Parent-Community Worker

Val Norman
Archdiocese Pre-School Project

Robert Hatch
Children's TV Workshop

Fig. 3. Sesame Street Planning Seminar - Los Angeles

General Sampling Approach

The goal of any sampling procedure is to provide a miniature yet as precise as possible representation of a known population with the information obtained within the constraints of available resources. In the case of the Sesame Street survey, the goal has been to provide a representative sample of families living in low-income inner city neighborhoods. (Here, family includes any household that regularly cares for children from two to five years of age.) To attain this goal a modification of the classic two stage area probability sample has been employed. While the chief characteristics and requirements of this sampling procedure have been well documented,[1] it will be worthwhile to review them here in order to better understand the strengths and limitations of the resultant data.

The chief assumptions guiding the selection of this approach were (1) that a selection procedure employing known (and approximately equal) probabilities of selecting families from each of the areas under consideration was required by the nature of the survey, (2) that housing units, apartments, single family residences, rooms in rooming houses, and others, could be effectively and reliably substituted as sampling units for the families constituting the population which was to be measured, and (3) that ordinary city blocks and occasionally larger clusters of housing units could provide an economical short cut to the arduous, and nearly impossible, technique of random selection of housing units.

The two stages of selection were to be carried out as follows: In the first stage, *blocks* within specified

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[1] C.f., Kish, Leslie. Survey Sampling. New York: John Wiley and Sons, 1967.

geographic areas would be selected as convenient clusters of housing units. In the second stage, *specific housing units* on selected blocks would be selected by probability procedures.

Design Decisions

Sample Frame. Several decisions had to be made before any blocks could be selected in the first stage. In the first place, the magnitude of the task had to be defined. The first step was to establish the geographic boundaries and the size of the area to be surveyed. In both Los Angeles and Chicago it was determined that four discrete geographic areas would be chosen. These four areas, their boundaries (see Figures 1 and 2), and estimates of the number of housing units they contained, are described below:

Los Angeles	
Watts/South Central	82,957
East Los Angeles	48,774
El Monte	20,081
Pacoima	24,990
Chicago	
Grand Boulevard-Oakland	36,979
Uptown (Model Cities Area)	30,246
North Lawndale	30,243
West Town	9,478

These areas were selected because each contains a large population of racial minorities and low-income residents and because there is a large number of children in the two to five year age bracket residing in each area. Three of the four areas in Chicago and two of the four areas in Los Angeles are the sites of target areas of the Chicago and Los Angeles Model Cities Program.

TABLE 1. Demographic Data for Communities Surveyed

LOS ANGELES COMMUNITIES SURVEYED[1]

Community Name	Population	Urban or Suburban	Ethnic Percentages	Reported % under $4,000	Estimate of typical family stability	Quality of Housing	Percent of youth 0-19 yrs.
Watts/South Central		U					
Avalon	65,484	U	W 5.9 B 89.2 SS 3.9	47.4	Quite unstable	Average-Poor	34.0
Central	21,216	U	W 4.8 B 72.7 SS 17.0	49.0	Quite unstable	Average-Poor	34.0
University	20,775	U	W 51.0 B 14.6 SS 27.6	46.0	Quite unstable	Poor	23.0
Florence/Graham	68,548	U	W 23.5 B 58.7 SS 17.8	37.2	Quite unstable	Average-Poor	40.0
Watts	72,203	U	W 5.5 B 85.7 SS 8.8	44.5	Quite unstable	Poor	50.0
East Los Angeles		U					
Boyle Heights	75,065	U	W 21.5 B 3.7 SS 66.8	40.0	Stable	Poor	41.0
Lincoln Heights	31,396	U	W 38.4 B 2.5 SS 56.9	39.0	Unstable	Poor	33.6
Mount Washington	15,147	U	W 63.9 B 1.0 SS 34.5	26.4	Stable	Poor	33.9
East Los Angeles	105,464	U	W 29.1 B 1.0 SS 66.1	29.6	Stable	Average to Poor	42.9
El Monte	67,130	S	W 85.2 B 0.0 SS 14.7	23.9	Stable	Average	39.6
Pacoima	39,522	S	W 49.0 B 22.7 SS 25.9	22.4	Stable	Average to Poor	48.7

CHICAGO COMMUNITIES SURVEYED[2]

Community Name	Population	Urban or Suburban	Ethnic Percentages	Reported % under $3,000	Reported Quality of Housing	With 1+ per room	Percent under 19 yrs. old
Grand Boulevard	80,036	U	W 0.5 B 99.4	32.6	Poor	22.1	30.9
Uptown	127,682	U	W 96.0 B .3 O 3.7	13.1	Average to Poor	9.1	22.6
North Lawndale	124,937	U	W 8.6 B 91.1 O .3	24.8	Average to Poor	35.0	48.8
West Town	139,657	U	W 92.0 B 1.7 O 6.3	14.4	Poor	13.5	36.5
Oakland	24,378	U	W 1.3 B 98.2 O .5	44.8	Poor	38.6	21.7

*W = White
B = Black
SS = Spanish Surname
O = Other

[1] Data based upon 1960 Census Data, 1965 Welfare Planning Council Los Angeles Region Social Profiles: Los Angeles County 1965, and Model Cities Program, March 1970 Problem Analysis.

[2] Data Sources included 1960 Census Data, also Model Cities Program, 1970 Analysis.

Determination of Desired Sample Size. It was assumed that not many more than 1,000 interviews could be conducted within the constraints of available resources. An equal allocation (800 completed interviews) was set for each city. But within each city, the allocation to the four areas was determined by the anticipated variability of sample characteristics and by the precision desired in each area. Application of these criteria led to an allocation of the target sample size roughly proportionate to the overall population of the areas (with the exception of North Lawndale in Chicago). The sample sizes initially allocated were as shown in the first column. But during the course of the survey, the target sample size was increased as indicated in the second column.

	Original Estimate	Final Sample Size
Los Angeles		
Watts/South Central	400	500
East Los Angeles	200	250
El Monte	100	125
Pacoima	100	125
Chicago		
Grand Boulevard-Oakland	300	300
Uptown	250	250
North Lawndale	150	150
West Town	100	100

These figures constituted the final targets. The next step was to calculate the size of the sample required to provide a reasonable probability that they would be obtained.

Determination of Required Initial Sample. In order to compensate for sampling losses due to the failure of the interviewers to reach every housing unit (coverage) or for failure to complete interviews at each household reached

(completion); and, more significantly, to compensate for the fact that relatively few households would contain eligible families, a much larger sample had to be provided.

For each area in both cities, coverage and completion proportions of .95 and .80, respectively, were assumed. The proportion of eligible families, however, was estimated separately for each area on the basis of the most reliable and most current available demographic data.

Given the accuracy of these estimates, the sample increment factor was determined by multiplying the estimated percentage of eligible families by the coverage and completion percentages yielding a resultant percentage--or factor. The eligibility proportions (or percentages) and the corresponding sample increment factors are shown in Table 2. Based on these figures, the required number of contacts and the actual initial sample size desired was calculated. These figures constitute the sample sizes estimated to be required to yield the completion figures previously described.

TABLE 2. Computation of Sample Size

	Estimated Proportion Eligible		Coverage Proportion		Completion Proportion		Sample Increment Factor		Required Sample Size		Desired Sample Size
Los Angeles											
Watts/South Central	.13	x	.95	x	.80	=	.0988	x	4,048	=	400
East Los Angeles	.13	x	.95	x	.80	=	.0988	x	2,024	=	200
El Monte	.12	x	.95	x	.80	=	.0912	x	1,096	=	100
Pacoima	.15	x	.95	x	.80	=	.1140	x	877	=	100
Total									8,095		800
Chicago											
Grand Boulevard-Oakland											
General Population	.15	x	.95	x	.80	=	.1140	x	2,341	=	300
Robert Taylor Homes[2]	.30	x	.95	x	.80	=	.2280	x	109		
Uptown	.15	x	.95	x	.80	=	.1140	x	2,193	=	250
North Lawndale	.18	x	.95	x	.80	=	.1368	x	1,096	=	150
West Town	.15	x	.95	x	.80	=	.1140	x	879	=	100
Total									6,618		800

[2]The Grand Boulevard-Oakland area of Chicago was further subdivided in order to design a more efficient sample selection and field work procedure for the Robert Taylor Homes, a large (approximately 3,100 units) high-rise public housing development.

Sampling Procedures[3]

First Stage. The first stage of the sample selection consists of drawing a random sample of blocks from all blocks within each area. The basic problem to be resolved at this stage centers about the number of city blocks to be selected; that is, the extent to which the sample units are clustered together within the community. The root of the problem lies in the fact that great economies can be obtained by clustering the units together, but such clustering could reduce the precision of the sample since one can anticipate relatively little heterogeneity within such clusters. To moderate between the two alternatives, the decision was made to let the average block size in each area constitute the average measure of cluster size.

Thus, in its simplest form, if the sampling plan called for an initial sample of 1,000 units in an area in which the average block contained 100 housing units, ten blocks would be randomly selected and every housing unit on the selected blocks would be declared to be a part of the sample. The problem with this approach however, is that blocks vary greatly in size, so that selecting blocks of the same size would undermine the requirement that each housing unit in a given area should have an equal chance of being selected.

To resolve this problem, all of the blocks in each area were converted to standard "measure of size" (MOS) units. Thus, one MOS unit was made equal to the average number of housing units per block in each area.[4] Class

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[3]The procedures outlined here are described in detail in Kish, (op. cit.), Chapter 9.

[4]In Los Angeles, where the number of blocks per Census Tract is very large, each Census Tract was handled as a separate area. In both Los Angeles and Chicago, block statistics, tract statistics, and tract maps compiled by the U. S. Bureau of the Census were employed.

sampling intervals were established for each MOS unit, and the number of housing units (HUs) in a block was converted to equivalent MOS units by noting the MOS class interval that encompassed the number of housing units in the block. Each block was listed by Census Tract and block number and an integral number of MOS units. Blocks with a value of MOS less than one were combined with other fractional MOS blocks or were combined with larger blocks in order to obtain integral MOS units. A cumulative list of MOS units was made and used for selecting blocks. A random procedure was then employed to make the selection of blocks from these lists.[5]

Second Stage. The net effect of the sampling procedures employed in the first stage was to select blocks proportionate to the number of housing units on the block. To compensate for this effect, the probability of drawing a housing unit within a block once the block had been selected was made inversely proportional to the block size. For example, on a block of size 3 MOS (which was three times as likely to have been selected as a block of 1 MOS) only one household in three would be selected. This procedure both maximized the spread of housing units throughout the community and made the overall probability of drawing a housing unit--the product of the first stage and the second stage draws--a constant.

To draw these housing units, pre-determined intervals were applied to listing sheets supplied to the interviewers along with a map of the sample block. The listing instructions (see Appendix) that were provided to the interviewers required that all housing units on each block be listed in order to provide some control over the selection procedures. Only those housing units falling at the pre-determined interval were ultimately interviewed.

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[5] In Los Angeles, a simple random sample employing random number blocks produced the sample blocks. In Chicago, a systematic random selection employing a random start and the application of a pre-determined interval was employed.

Training of Survey Personnel

Shortly after the Planning Seminars, a series of Training Sessions were held for the survey teams in Chicago and Los Angeles on June 19 and 25 respectively.

These sessions lasted one and one-half days. The sessions were conducted by the field coordinator in each location with the assistance of the survey consultant and the project director. Some of the topics covered in the sessions included:

Project Overview
Listing and Sampling Procedures
General Survey Procedures
Review of Survey Materials
Discussion and Role-Playing of Interviewing Techniques
Detailed Review of the Questionnaire
Assignment of Trial Interviews - Preliminary Interviewing

Following three days in the community conducting trial interviews, the survey members returned for additional training in survey procedures. Individual training sessions were provided for individual interviewers as required, based upon review of the completed questionnaires submitted. The list of the survey personnel and their community affiliation is given below:

LOS ANGELES

Margaret A. Burks	Watts/South Central
Adel Clairborne	Watts/South Central
Cleo V. Cole	Watts/South Central
Catherine Davis	Watts/South Central

Brian E. Foster	Watts/South Central
William M. Gay	El Monte
Arvella Grigsby	Watts/South Central
Lionel V. Heredia	East Los Angeles
Leander Hodge	Watts/South Central
Abbie Inez	Pacoima
Bertha M. Madrid	El Monte
Raymond G. Mellado	East Los Angeles
Jose D. Pereira	East Los Angeles
Arturo Perez	East Los Angeles
Elba L. Quintana	El Monte
Betty J. Seay	Watts/South Central
Eula B. Sidney	Watts/South Central
Angel D. Sistos	Pacoima
Marie J. Stephens	Watts/South Central
Woodrow W. Strode	East Los Angeles
Jack D. Taylor	Watts/South Central
Dora G. Torres	Watts/South Central

CHICAGO

Josephine Booker	Grand Boulevard
Geraldine M. Cogbill	Grand Boulevard
Bonita Curtis	Grand Boulevard
Janise E. Dixon	Grand Boulevard
Charline Fesperman	Uptown
Burnell Hines	Grand Boulevard
Inez Hobbs	Grand Boulevard
America Howard	Grand Boulevard

Willie M. Minor	Lawndale
Margarita Reyes	West Town
Charline Scott	Uptown
Ionia Smith	Grand Boulevard
Jana Straugh	Uptown
Gladys Torres	West Town
Cecelia White	Grand Boulevard
Jackie A. Williams	Lawndale

Conduct of the Survey

The headquarters for distribution of questionnaires, collection of data, etc. in Chicago was the office of the Association for Inner City Development located at the Center for Inner City Studies, 700 East Oakwood Boulevard, Chicago. The Los Angeles headquarters for the survey activities was primarily IED's South Central field office located at 4272 South Broadway, Los Angeles.

Verification

Each interviewer conducted interviews in his community. In some instances, the most efficient interviewers in the survey team also performed interviews in other communities similar to their own.

For accuracy, at least a ten-percent sample of each interviewer's completed questionnaires were verified by another interviewer or a member of the staff. (The standard form used for this purpose can be found in Appendix G.)

The total number of housing units contacted were 7,366. These were broken down as follows:

Los Angeles

Questionnaires:

Long	1,150
Short	2,123
Refusals	396
No Response (after 3 tries)	975
Total Questionnaires	4,644

Chicago

Total Questionnaires (Estimated)	2,722

Assessment of Reception

When individuals did indicate that they were able to receive Channel 28 (in Los Angeles only) interviewers proceeded to request permission to check the quality of the reception of that channel. Where possible, the interviewers personally checked for the nature of reception difficulties (such as fuzziness, low contrast, etc.) which are reported in the addendum to the questionnaire (see Appendix A).

Press and Radio Coverage

Local press releases were submitted to inform the various communities that the survey was in progress and that community people were conducting it. Newspaper coverage was obtained in Los Angeles in the neighborhood newspapers of the Los Angeles Sentinel and the Southside Journal. In Chicago, the Chicago Sentinel carried an article regarding the survey. (Two of these articles are included in Appendix H.)

Radio coverage was also provided on radio stations, KGFS, KALI, and KWKW in Los Angeles and requested on major radio and television stations in Chicago.

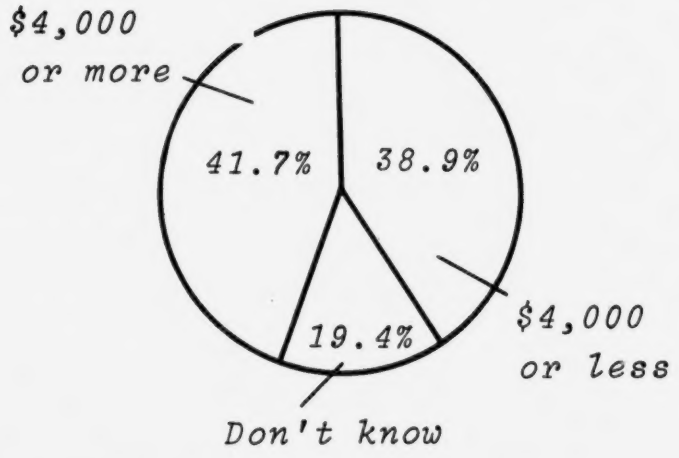
RESULTS

The survey results obtained in both cities are presented in separate sections. The Los Angeles data are presented first in a graphic format, followed by a series of statements. These statements are based upon statistical comparisons of the information derived from factors included in the questionnaires (i.e., level of income, ethnic variability, etc.). Tests of significance were applied to the comparisons. Only the comparisons reaching significance levels of .95 or greater are reported in the following.

Each chart also indicates the size of the sample used for the information. This is given as N= followed by the sample size.

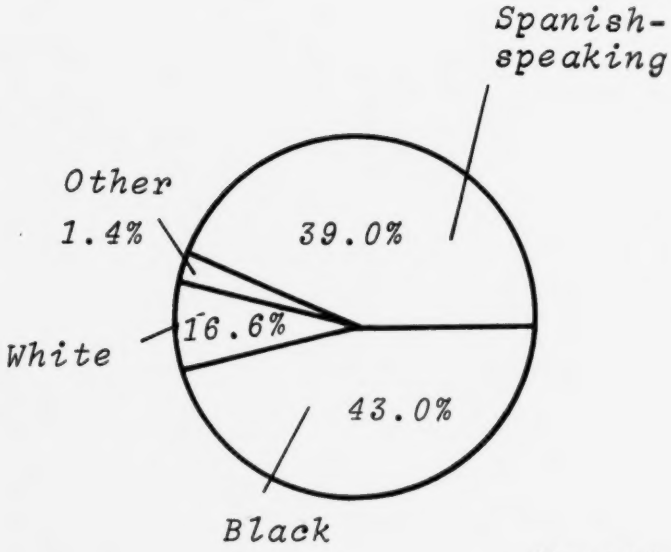
The statements section identifies each observation by a number, which is keyed to the numerical identification of each of the χ^2 analyses data tables presented in Appendix I. The statements also indicate the sample size in the margin.

WHAT WAS THE NATURE OF THE LOS ANGELES POPULATION SURVEYED?



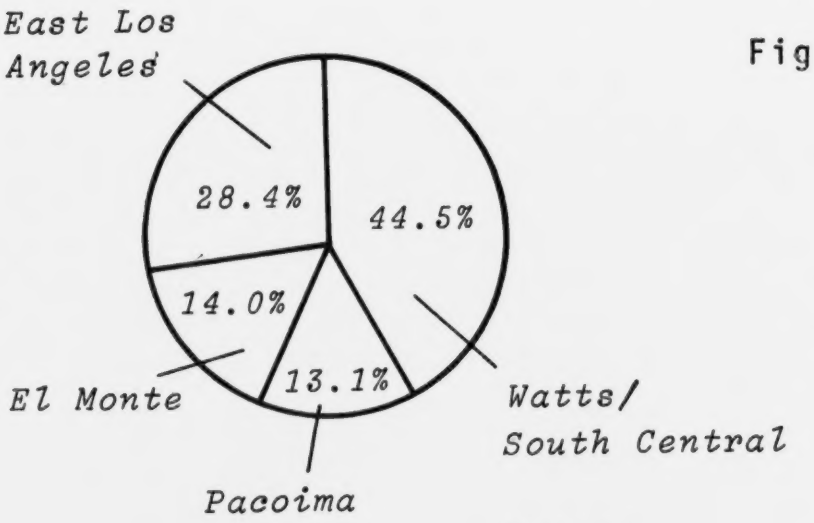
N=1116

Fig. 4. Distribution of Annual Income



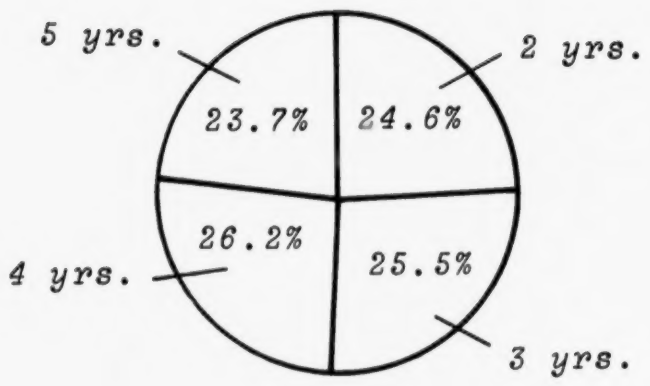
N=1126

Fig. 5. Distribution by Ethnic Group



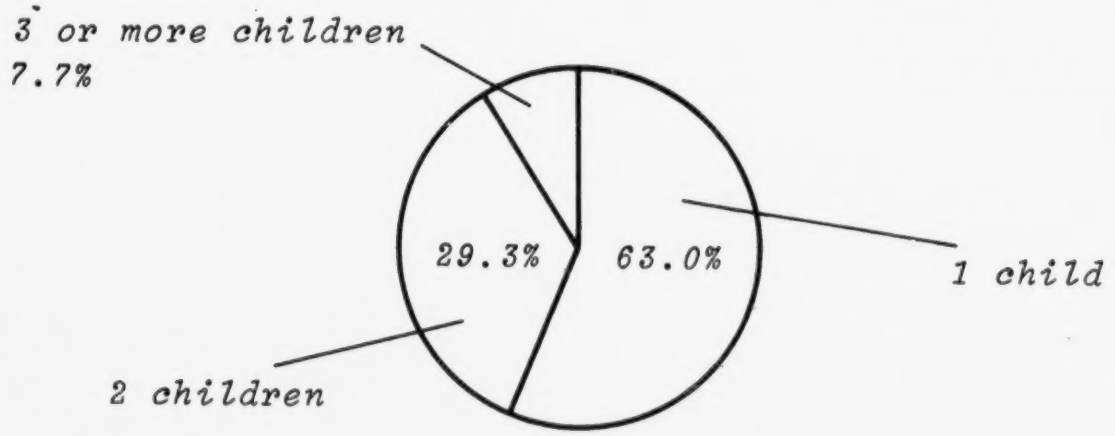
N=1150

Fig. 6. Distribution by Area.



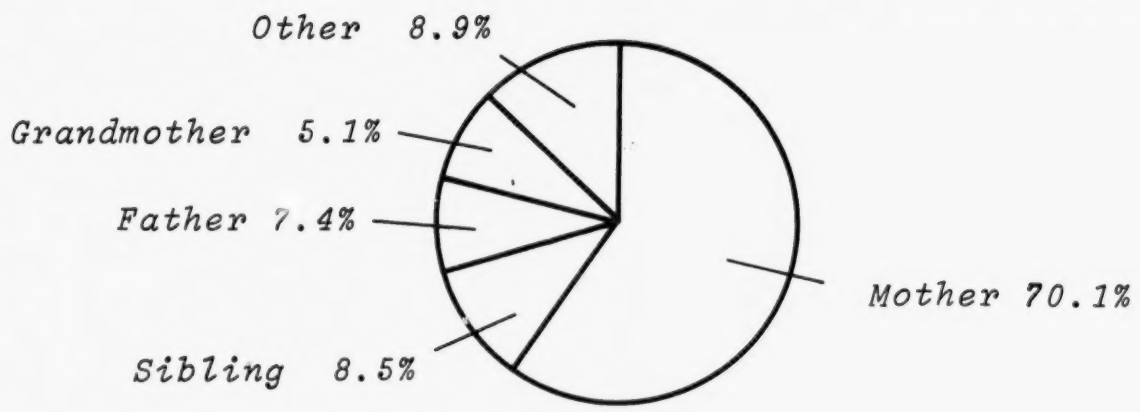
N=1153

Fig. 7. Distribution by Age of Children



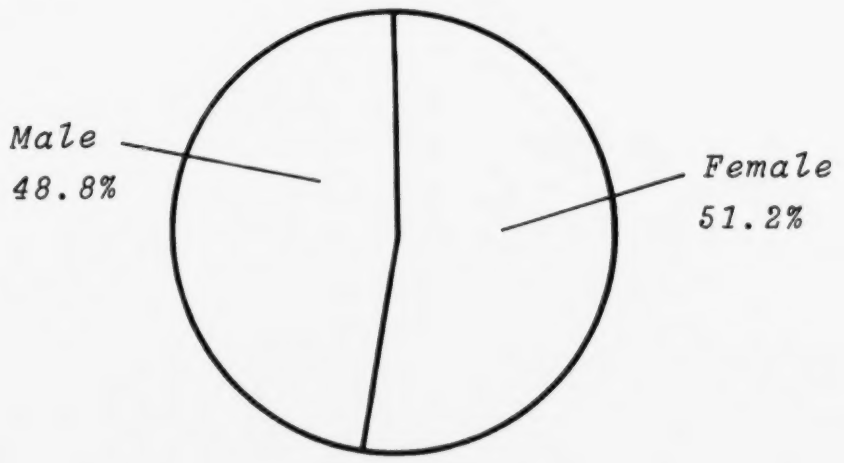
N=1045

Fig. 8. Density of 2 to 5 year olds per family.



N=1150

Fig. 9. Respondent's Relationship to Child.



N=1511

Fig. 10. Distribution of Sex of Children.

WHO IS WATCHING SESAME STREET IN LOS ANGELES?

In Los Angeles, the answer to this question is dictated by the ability to receive the signal from Channel 28 (UHF). This is the only station that carries the Sesame Street program.

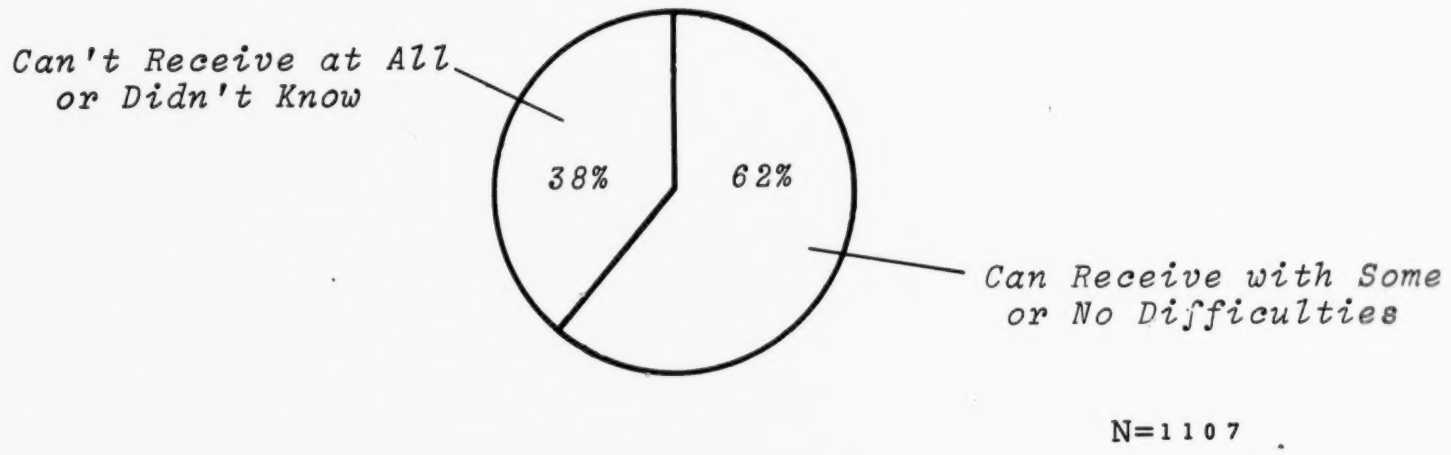


Fig. 11. Segment of Viewers Able to Receive Ch. 28.

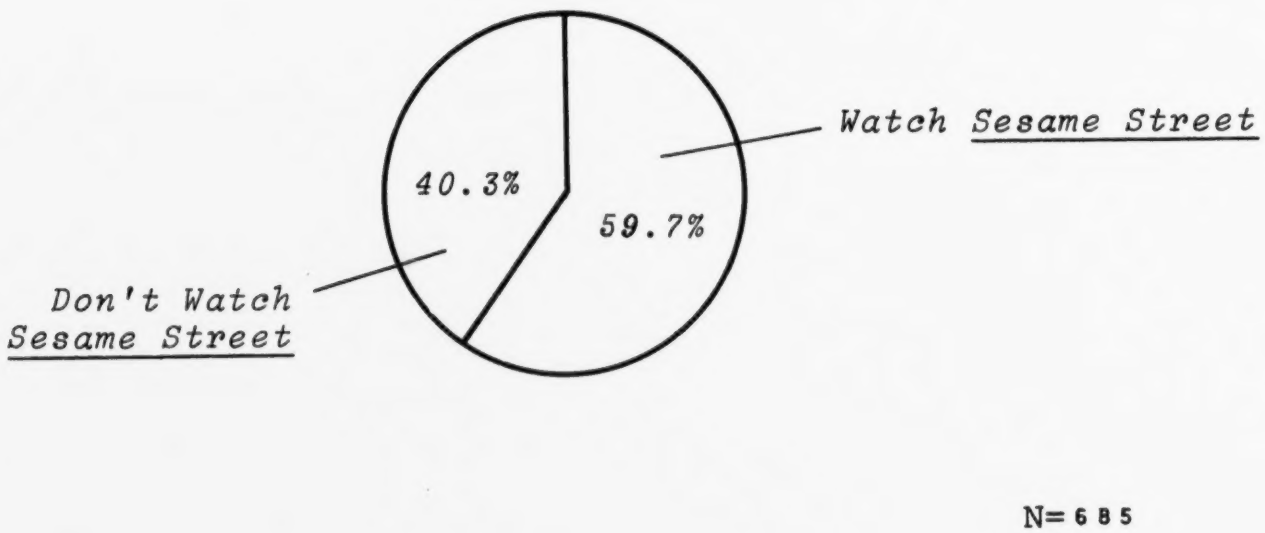
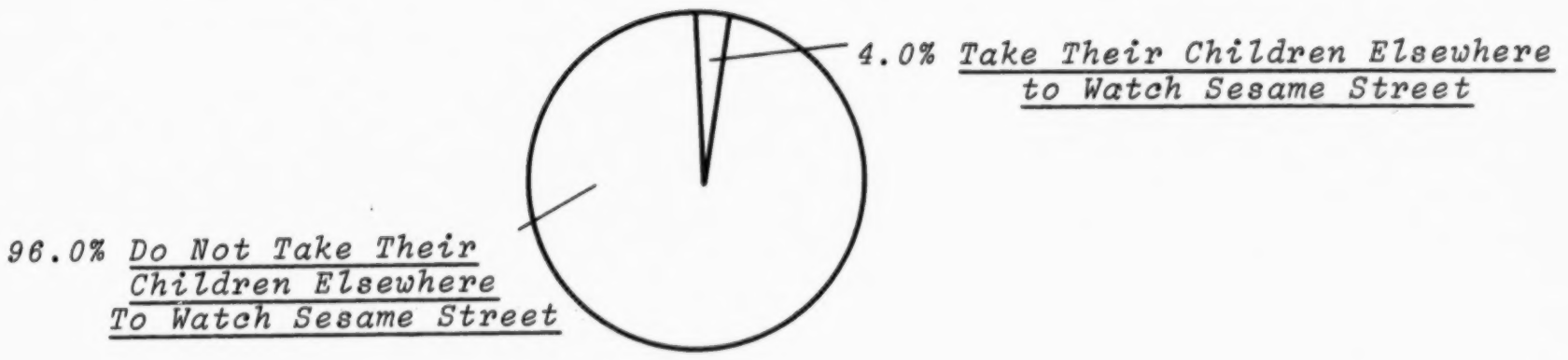
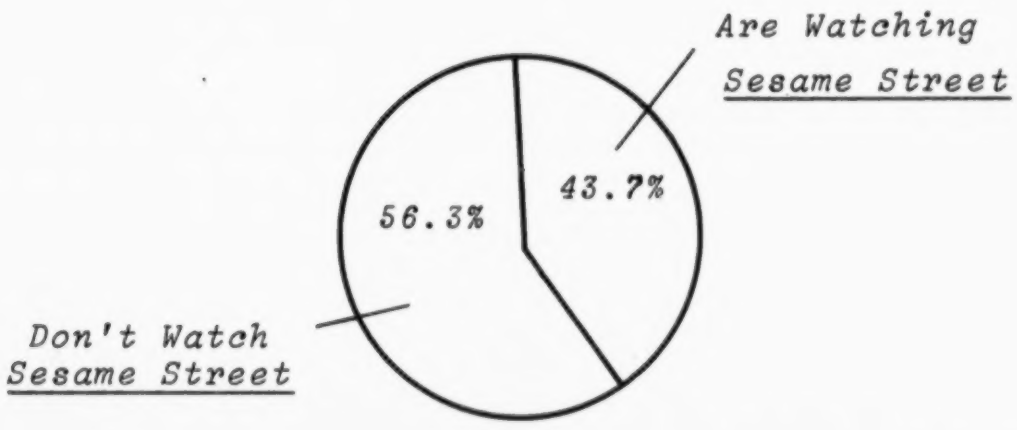


Fig. 12. Viewers Among Those Who Have the Capability to Watch at Home.


4.0% Take Their Children Elsewhere to Watch Sesame Street
96.0% Do Not Take Their Children Elsewhere To Watch Sesame Street

N=1107

Fig. 13. Viewers Who Take Their Children Elsewhere to Watch. (Day Care Centers, Other homes, etc.)



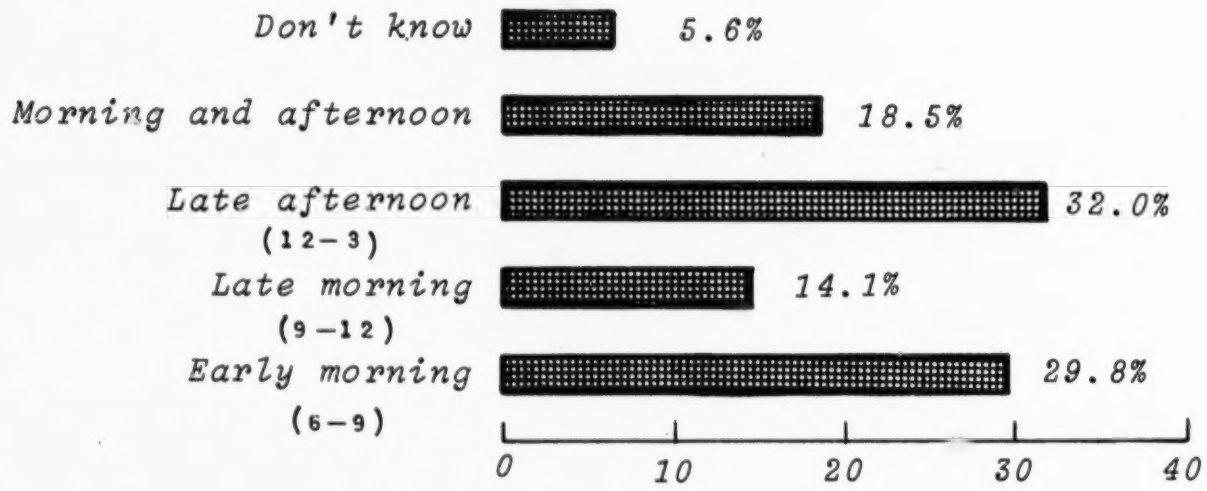
N=1105

Fig. 14. Viewers Among the Total Population Sampled.

WHAT ARE THE VIEWING CHARACTERISTICS OF THOSE CHILDREN WHO WATCH THE PROGRAM?

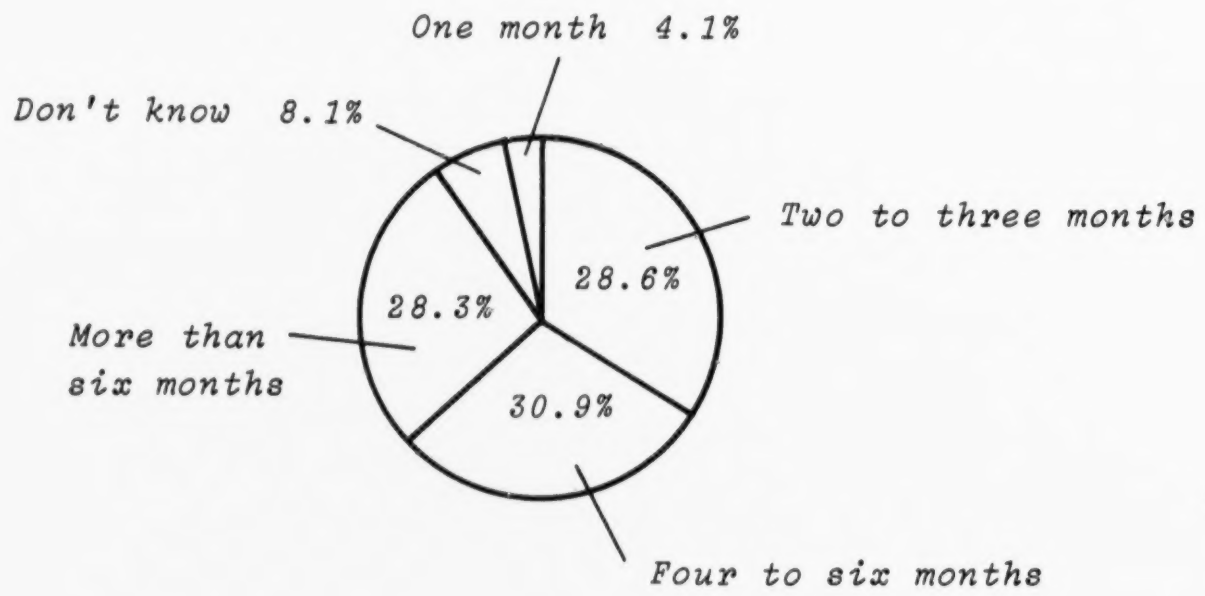
N=398

Fig. 15. Last Time Program was Viewed.



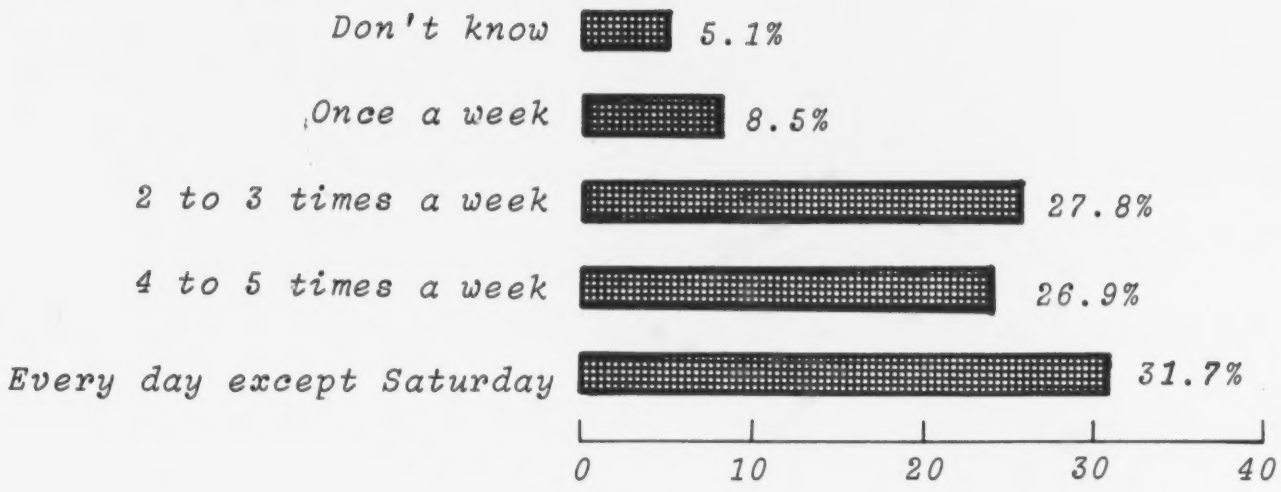
N=319

Fig. 16. Time of Day Program Was Viewed.



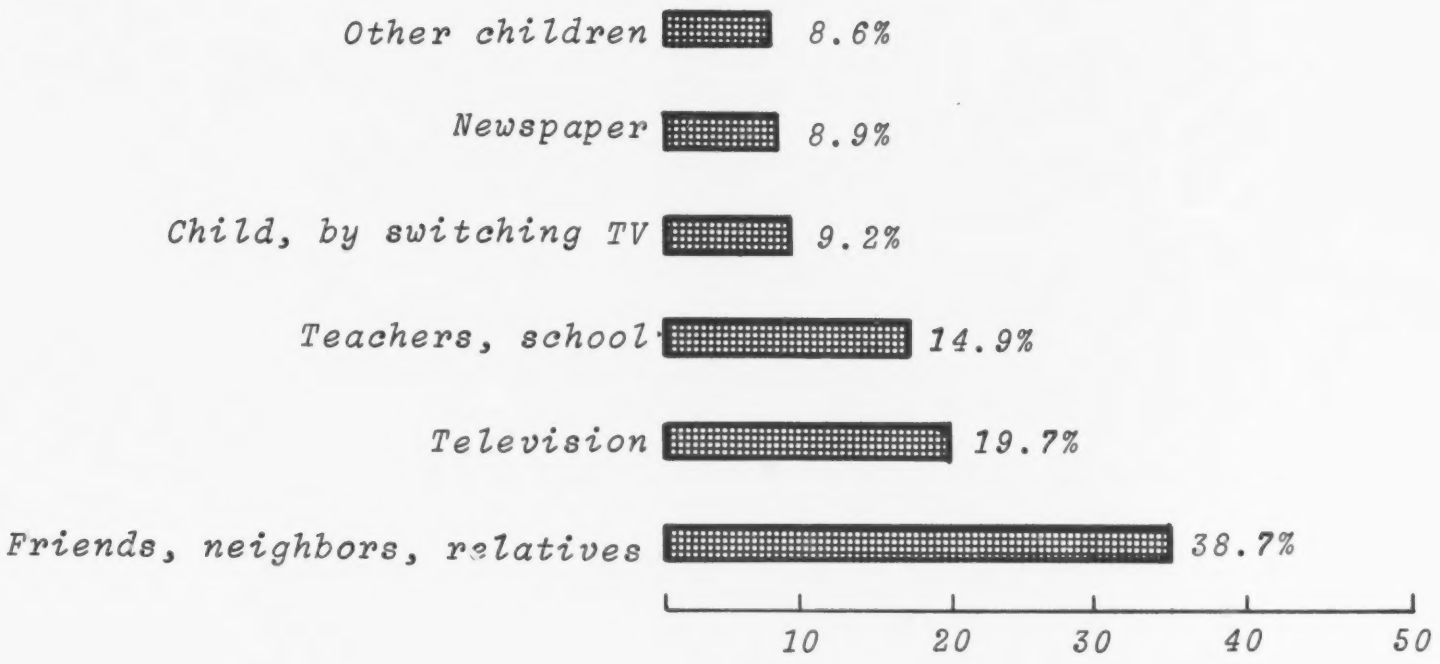
N=315

Fig. 17. The Number of Months the Program Has Been Viewed.



N=315

Fig. 18. The Number of Days Each Week the Program is Viewed.



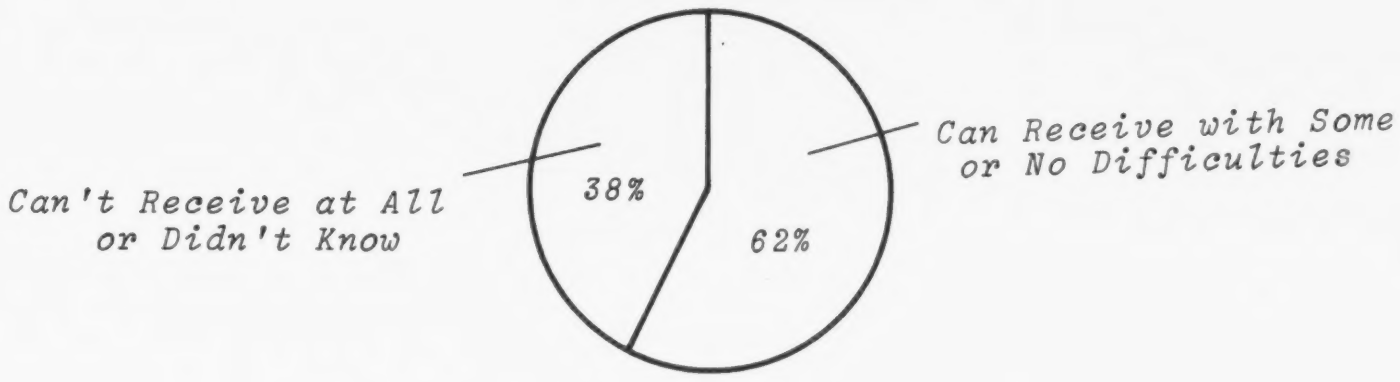
N=315

Fig. 19. Respondent's Source of Information About Sesame Street.

Confidence limits of the percentages provided

The percentages in the preceeding sections and other sections of the report apply only to the sample. When projecting from the sample to the total population, it is necessary to use a range of percentages. The mid-point of the range is the sample percentage, and the range extends from a low limit to a high limit, each of which is a function of the sample percentage and sample size.

Utilizing a measure of confidence, called a confidence coefficient of .95 (which indicates that 95 times out of 100 the actual population percentage will fall within the projected range for the population) the following high and low limits apply to the total population sampled. The figures and confidence bars listed below illustrate the range for certain data reported in an earlier section. It should be noted that when applying confidence limits to smaller sub-samples, broader ranges will result. For example:



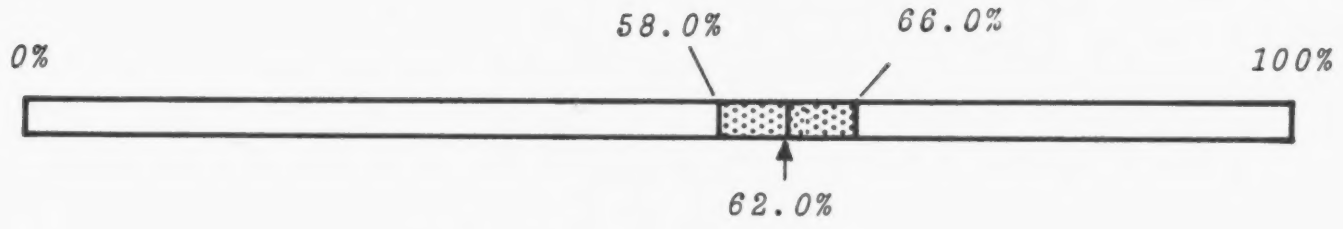


Fig. 20. Total Sample.

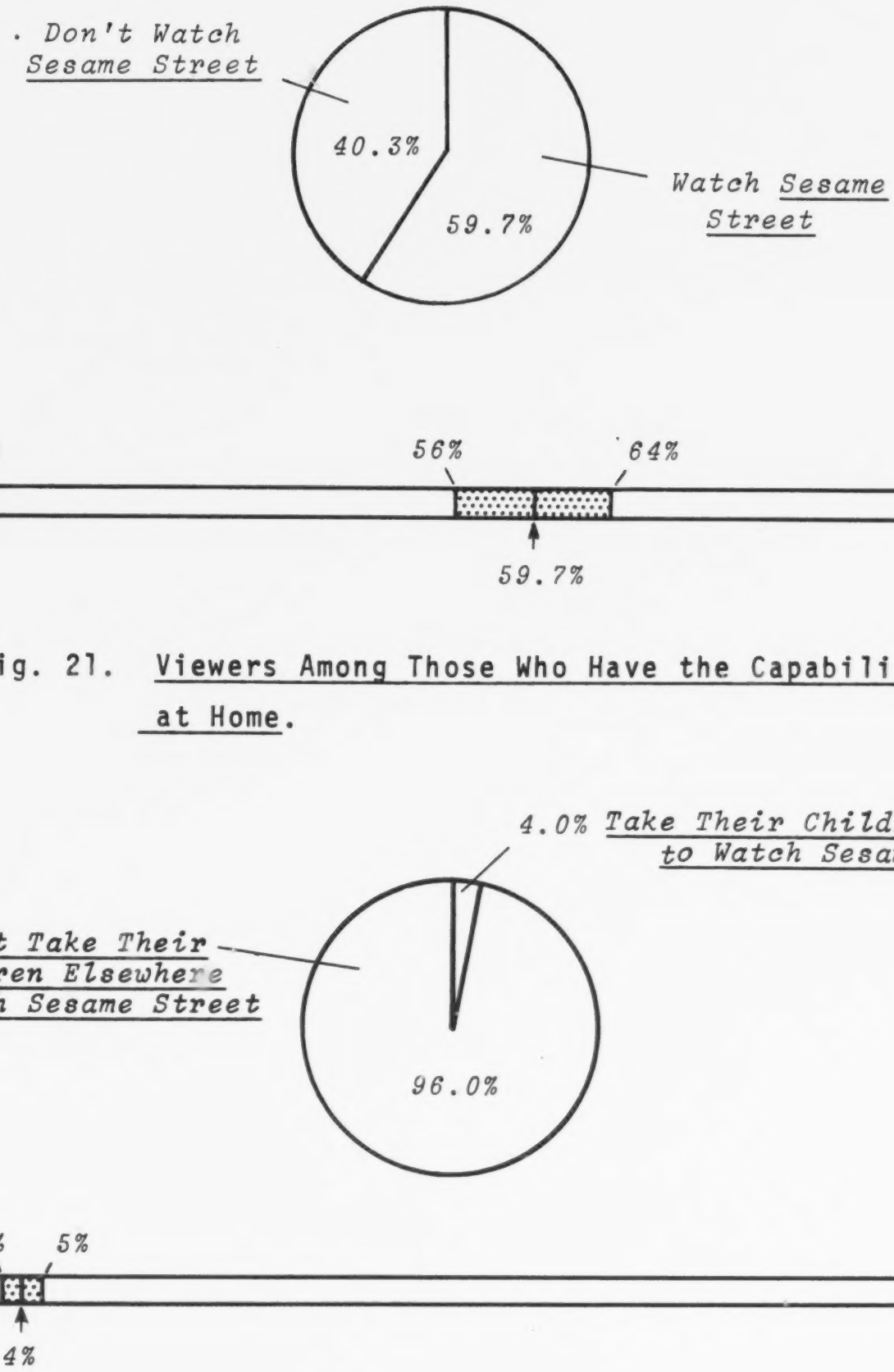


Fig. 21. Viewers Among Those Who Have the Capability to Watch at Home.

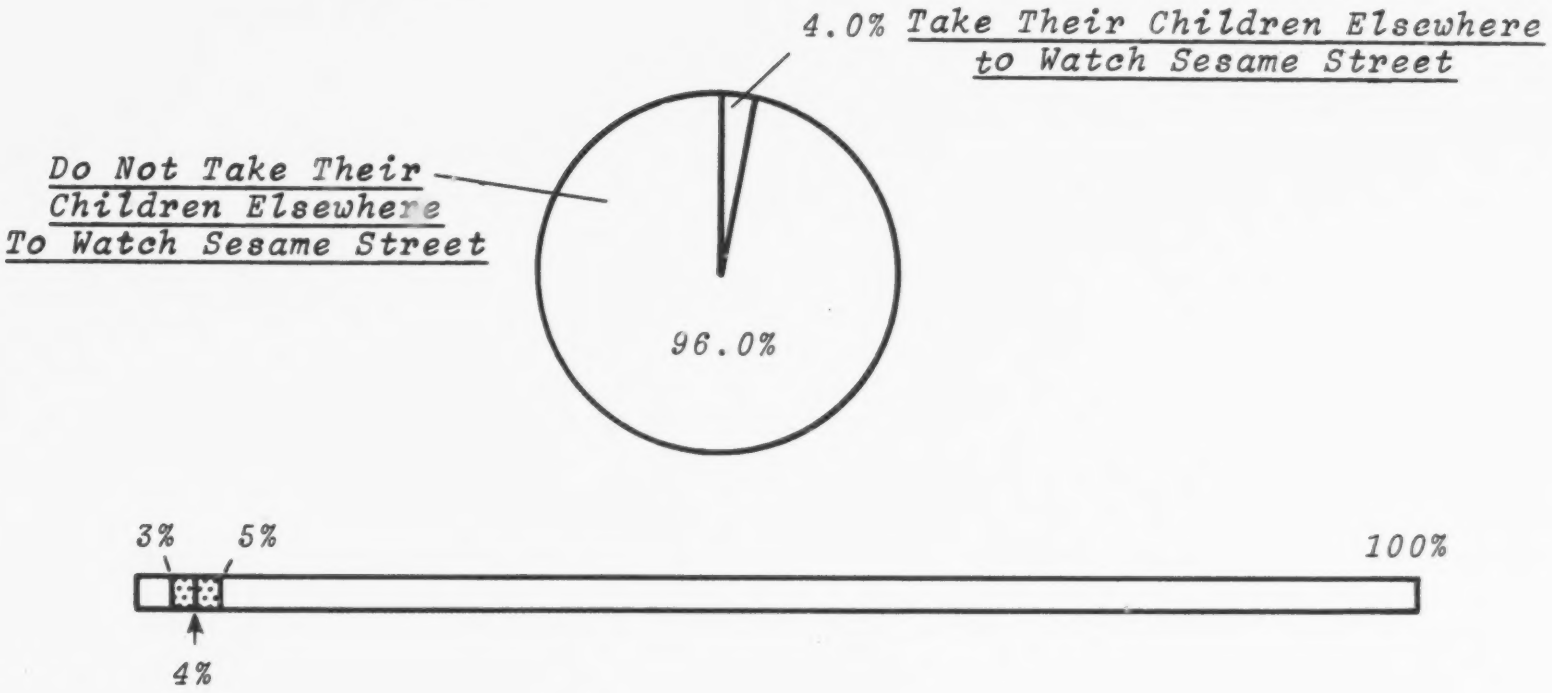


Fig. 22. Viewers Who Take Their Children Elsewhere to Watch. (Day Care Centers, Other homes, etc.)

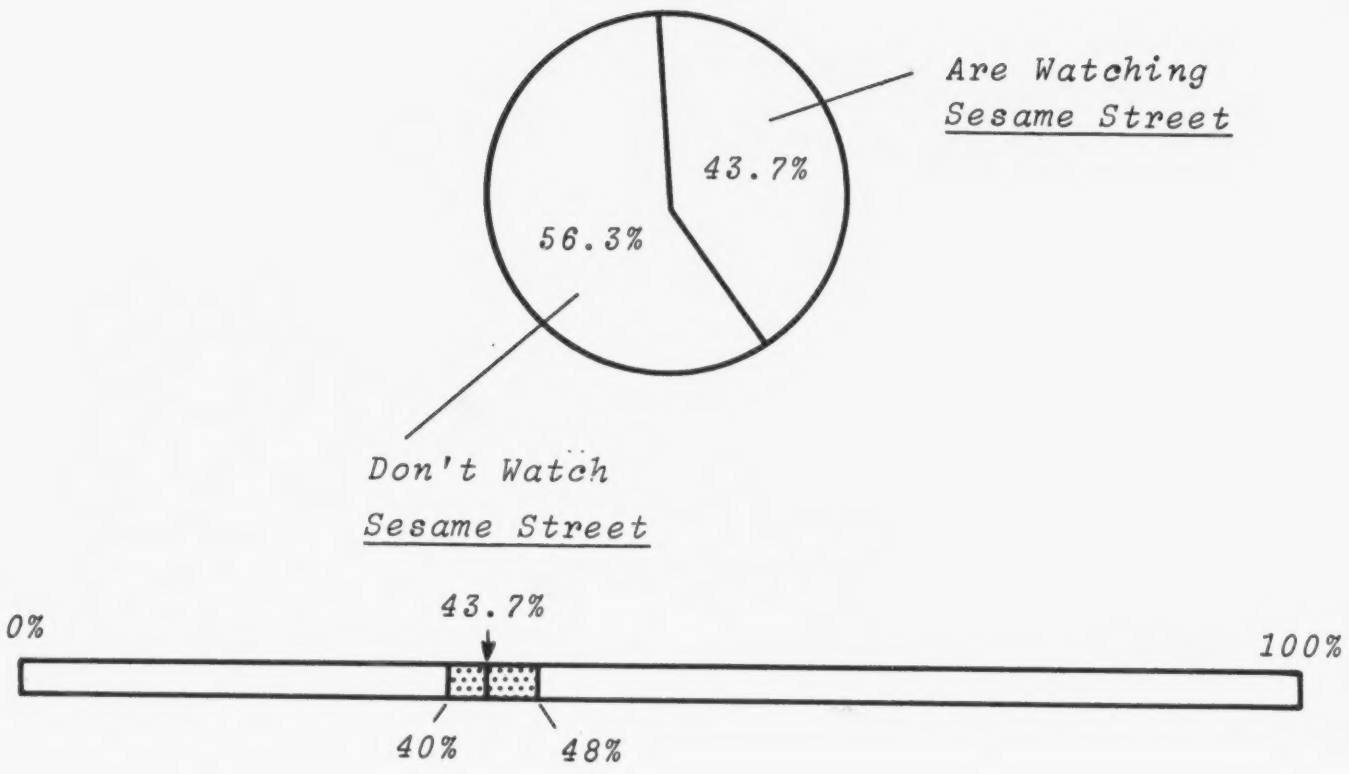


Fig. 23. Total Watching Sesame Street

The preceding are examples of intervals for certain percentages. Note, that the ranges shown are dependent on the sample size used and for smaller sample sizes, broader ranges would result. Should the reader wish to make percertage range estimates of the other data, a chart of Confidence Belts for Proportions is provided in Appendix D.

Ethnic Characteristics of the Los Angeles Population

A number of analyses were conducted to examine relationships between ethnic characteristics and other data obtained in the survey. Tests of significance were applied in all of the χ^2 (chi-square) analyses undertaken and only those reaching levels of confidence of .95 or greater are reported below.

The general patterns that emerged from within the population surveyed suggested the following:

Viewing Patterns of the Children

χ^2 *Analysis*[6]		*Number in Sample*
1	Children in White homes watch Sesame Street away from home more often than children in Black and Spanish-speaking homes.	1086
2	Children in Black homes watch television with older children more often than in White and Spanish-speaking homes.	735

Availability of Television Sets

3	Relatively more Black families than White families reported having more than one television set.	1073

[6] These numbers act as keys to the χ^2 variables provided in a survey questionnaire in Appendix C. χ^2 analyses tables reflecting percentages, etc., are available upon request. These are also keyed to the above statements.

χ^2 Analysis		Number in Sample
4	Relatively more White families, however, reported having color television sets.	1078
5	The greatest portion of children who watched television alone were from Spanish-speaking homes.	1063
Babysitting Patterns		
6	More siblings who stay with younger children at home do so in Black homes.	873
7	More mothers usually stay with children in White or Spanish-speaking homes.	940
8	Grandmothers stay with the children more often in Black homes.	856
9	Children in the Black community were cared for outside the home more frequently than in other communities.	994
10	In White and Spanish-speaking families, babysitting by non-family members took place more often at the child's home.	124

χ^2 *Analysis*		*Number in Sample*
Characteristics in Relation to Families		
11	White and Black families liked the educational aspects of Sesame Street to a greater extent than did Spanish-speaking families.	280
12	Women predominated as heads of household in the Black community.	1075
Capability Profile		

In Los Angeles, viewing Sesame Street is dependent on the ability to receive the one UHF channel that transmits the program.

Thus, a sub-sample was selected containing only those who had the capability of receiving this channel clearly or with only slight reception difficulties. Comparisons were then used to see if any factors tended to be associated with viewing or non-viewing of Sesame Street. Again, only those comparisons that were at the .95 level of significance or higher are reported.

χ^2 *Analysis*		*Number in Sample*
Of those who have the capability to receive Channel 28, relatively more:		
13	Households were in East Los Angeles	1103
14	and El Monte, with an income of	865
15	$4,000 or more, and of the Spanish-speaking ethnic group.	1069

χ^2 Analysis		Number in Sample
16	Have more than one television	1096
17	set and also have a color set.	1101
18	Are families that consist of	1096
19	five or more members and the head of the household was not the respondent to the survey.	1100
20	However, the head of the household was a man.	1102

Of those who have the capability to receive Channel 28:

21	Most of the children watch television every day and	1094
22	generally between 3 and 5 p.m.	1095
23	Most of the children watch television alone, but when	1085
24	they watch with others, it is generally with older children.	704
25	Relatively more have a frequent babysitter in the home.	129
26	Most were interested in the	985
27	Sesame Sponsor program, would	896
28	send their children to a neighbor for a Sesame Sponsor program,	1098
29	and would volunteer to be such a Sponsor.	1079

χ^2 *Analysis*		*Number in Sample*
30	Those who are babysat frequently have a higher rate of viewing	132
31	than those who do not; and those who are babysat in the morning have a higher rate than those who are babysat in the afternoon or during both the morning and afternoon.	119
32	Viewing television between 3 and 5 in the afternoon is strongly associated with watching Sesame	1097
33	Street, as is watching television every day or nearly every day.	1096
34	Those who have more than one television set or have a color	1095
35	set tend to watch Sesame Street more than those who do not.	1100
36	The viewing rate is significantly higher in higher-income families as compared with lower-income families.	864
37	If the child sometimes decides	1090
38	what programs to watch, and if he watches television with other younger children, then he is more likely also to watch Sesame Street.	710

Response Patterns in Relation to Income of Respondents

In this instance an examination was made to ascertain if level of income, below or above $4,000 per family, was significantly related to other variables explored in the survey. In each instance, only those relationships significant at the .95 level or higher are reported.

	χ^2 *Analysis*	*Number in Sample*
39	As anticipated at the start of the survey, the areas with the highest level of income were El Monte and Pacoima.	896
40	Relatively more high-income homes (over $4,000) have more than one television set and have	868
41	a color TV set. However, of the low-income group, 95.4 percent have a television set and more than one-quarter have more than one set and/or a color TV set.	873
42	Given the capability to receive Channel 28, income is not a factor in whether a family does or does not watch Sesame Street.	504
43	Relatively more low-income youngsters watch television alone and	860
44	have been watching Sesame Street for a period ranging from two to six months.	230

χ^2 Analysis		Number in Sample
45	When Sesame Street is viewed outside the home, the high-income children participate in this activity more than the low-income youngster.	883
46	The low-income families in the survey tend to have two to three	449
47	children, 6-12 years old, and a woman as the head of the household.	899
48	When listing things they liked best, low-income families mentioned the "entertaining enjoyable diversion" aspect of the program more often than did high-income families.	221
49	Low-income families were more interested in the Sesame Sponsor programs either for use in their	824
50	home or at a neighbor's, than were high-income families.	747

Analysis by the Four Areas Surveyed

A number of patterns emerged when the four areas were examined as separate entities. In each instance, only significant relationships that were at the .95 level of confidence or higher are reported.

χ^2 Analysis		Number in Sample
51	The majority of respondents having more than one television set lived in the Watts/South Central area or in El Monte.	1107
52	However, most of those who have a color television set resided in El Monte or Pacoima.	1112
53	Relatively more children who watch Sesame Street live in El Monte as compared to Pacoima.	1111
54	Those who watch Sesame Street away from home live mostly in El Monte; those who do not watch away from home live mostly in Pacoima.	1123
55	Viewing patterns by area indicate that most of the morning viewers reside in East Los Angeles; the afternoon-only watchers live predominantly in El Monte and Pacoima; and those who watch the program both in the morning and the afternoon reside in the Watts/South Central area.	318

χ^2 Analysis		Number in Sample
57	Babysitting patterns indicate that the children from East Los Angeles and Watts/South Central are away from home all day, whereas spending either the morning or the afternoon away from home seems to be the pattern for Pacoima and El Monte.	84
58	There were more two- and three-year olds in the Watts/South	1041
59	Central families. Grandmothers are the predominant group that stay with the children in the	121
60	Watts/South Central area; mothers are the predominant stay-at-home group in Pacoima.	129

Sponsor Profile - Los Angeles

In Los Angeles, a total of 129 respondents volunteered to be a Sesame Street Sponsor. Only 30 (23.3%) indicated that they would require some reimbursement. The following profile of volunteers was developed:

- 52.5% have preschool children that watch Sesame Street.

- 54.3% have an income of $4,000 or more
  45.7% have an income of less than $4,000

- 21.6% are White
  44.3% are Black
  34.1% are Spanish-speaking

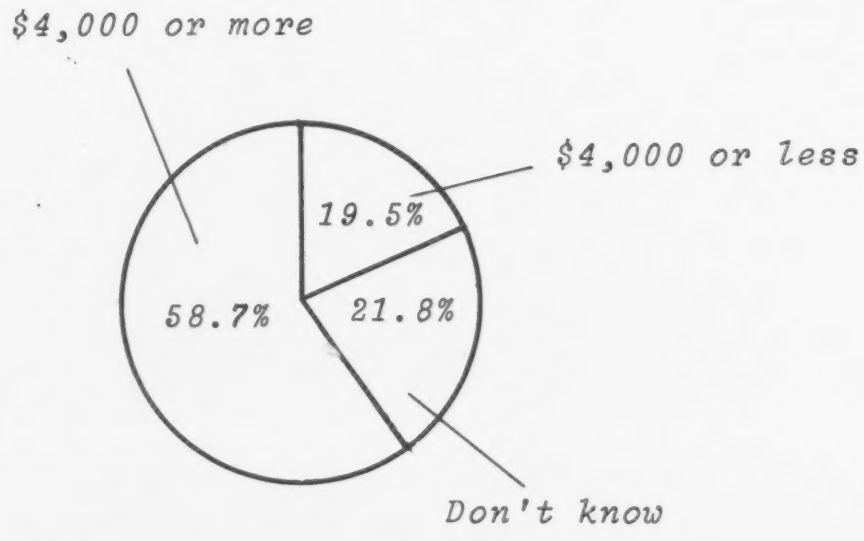
- 42.4% live in Watts
  28.3% live in East Los Angeles
  29.3% live in El Monte
  .0% live in Pacoima

- 72.9% can receive Sesame Street

RESULTS

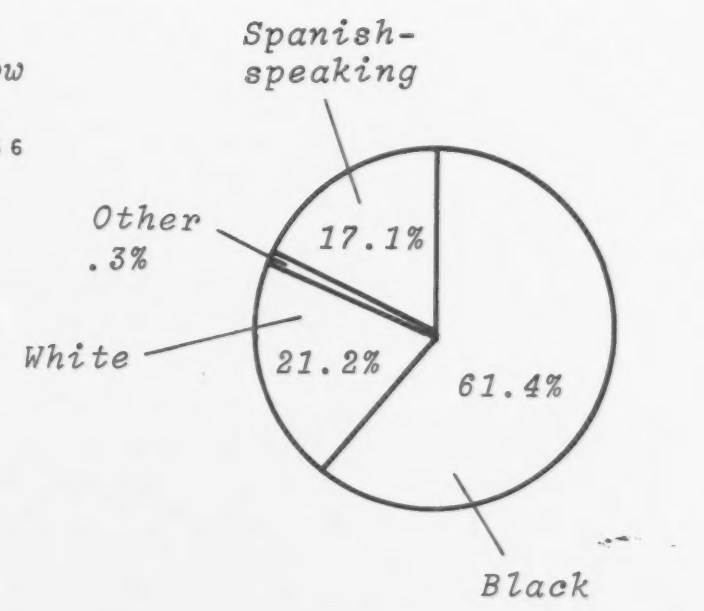
Chicago Survey

WHAT WAS THE NATURE OF THE CHICAGO POPULATION SURVEYED?



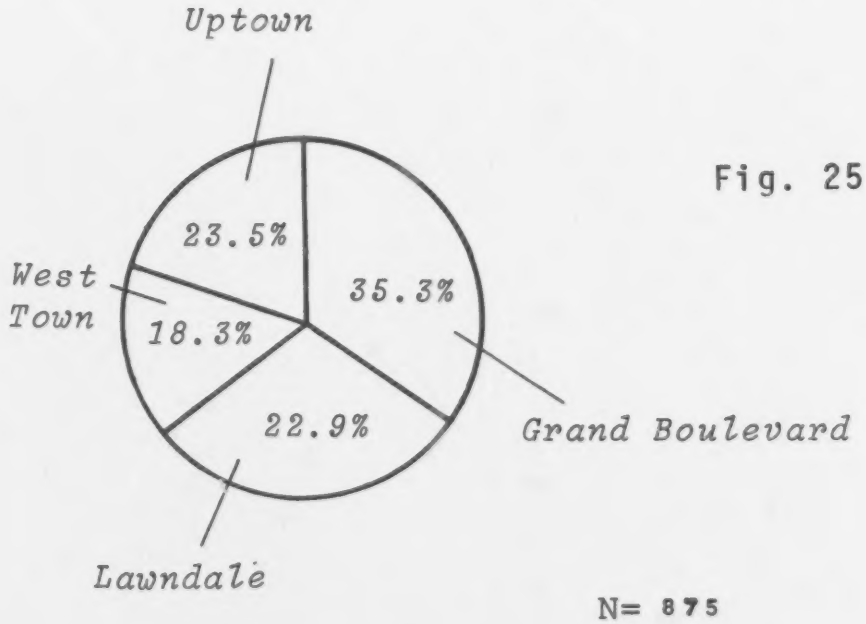
N= 866

Fig. 24. Distribution by Annual Income.



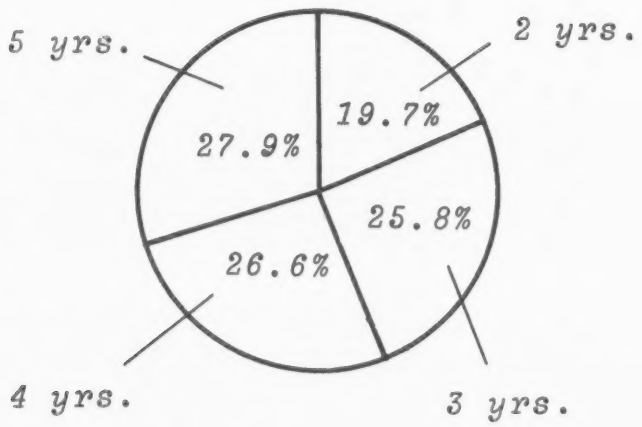
N= 868

Fig. 25. Distribution by Ethnic Group.



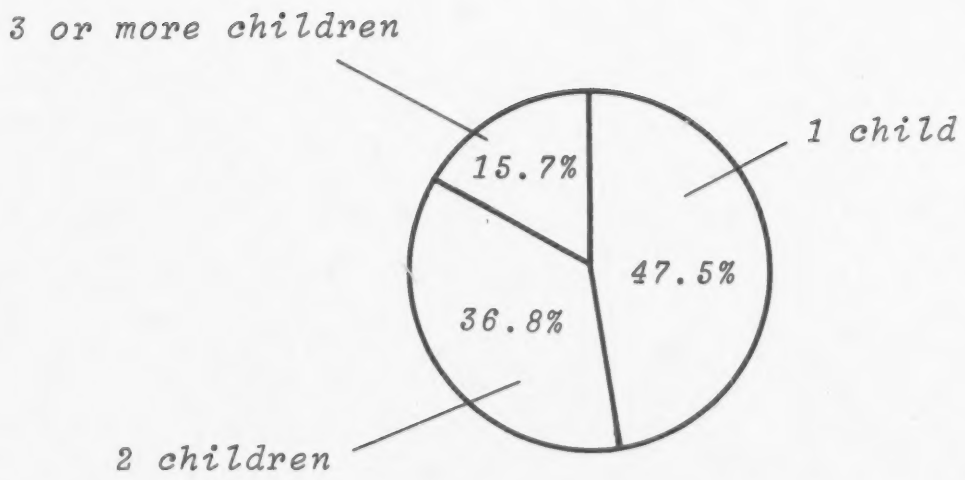
N= 875

Fig. 26. Distribution by Area.



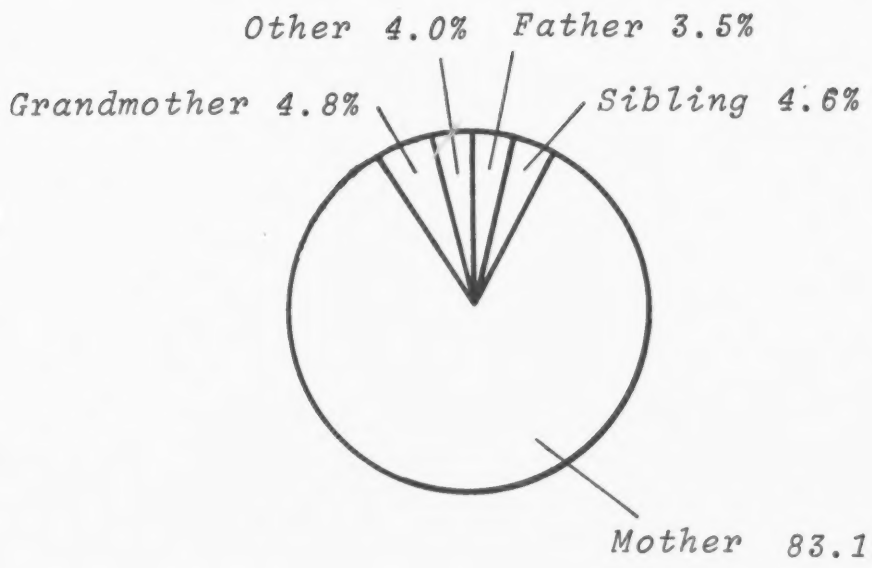
N= 1332

Fig. 27. Distribution by Age of Children.



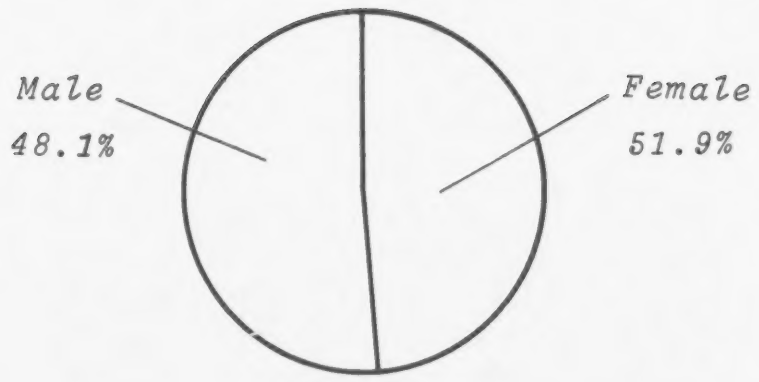
N= 1332

Fig. 28. Density of 2-to-5 year olds per family.



N= 1304

Fig. 29. Respondent's Relationship to Child.

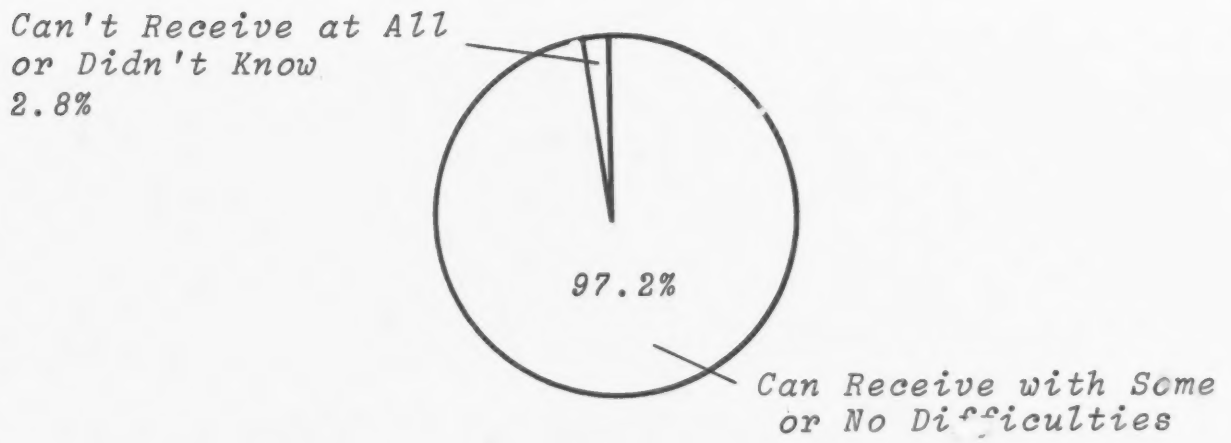


N= 1304

Fig. 30. Distribution by Sex of Children.

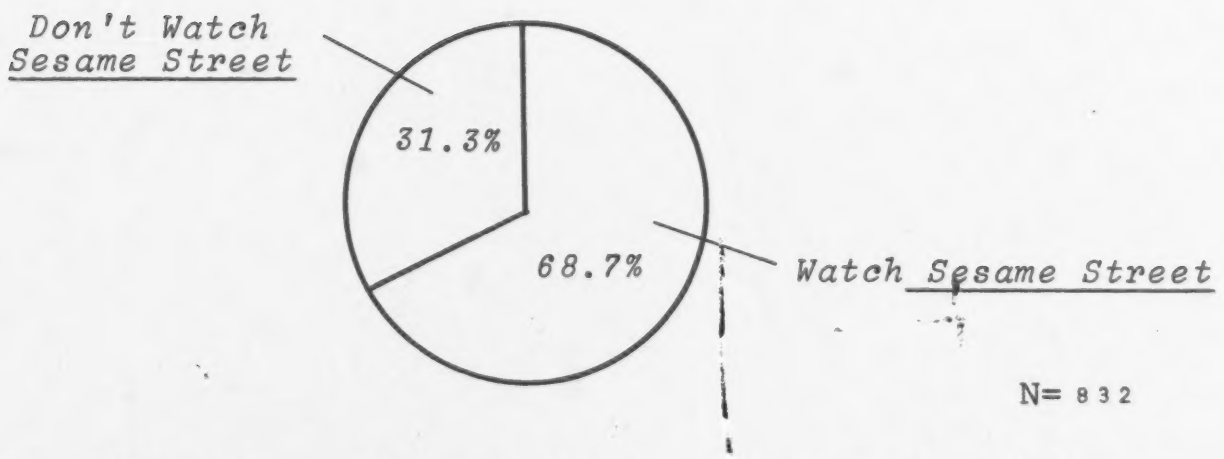
WHO IS WATCHING SESAME STREET IN CHICAGO?

In contrast to Los Angeles, considerably more families in Chicago have the capability to receive Sesame Street. Of those who have the capability to watch, more are watching in Chicago than in Los Angeles.



N= 833

Fig. 31. Segment of Viewers Able to Receive Ch. 11.



N= 832

Fig. 32. Viewers Among Those Who Have the Capability to Watch at Home.

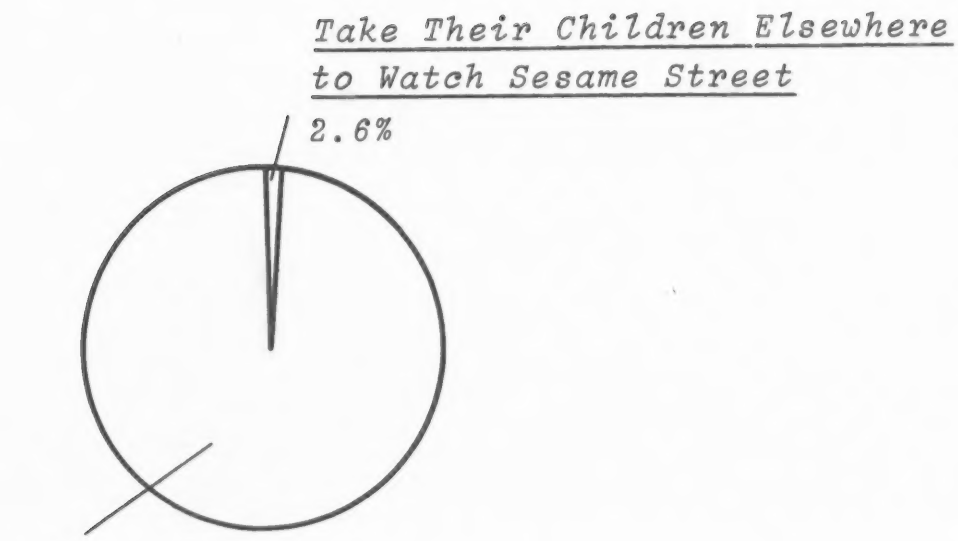


Fig. 33. Viewers Who Take Their Children Elsewhere to Watch. (Day Care Centers, Other homes, etc.)

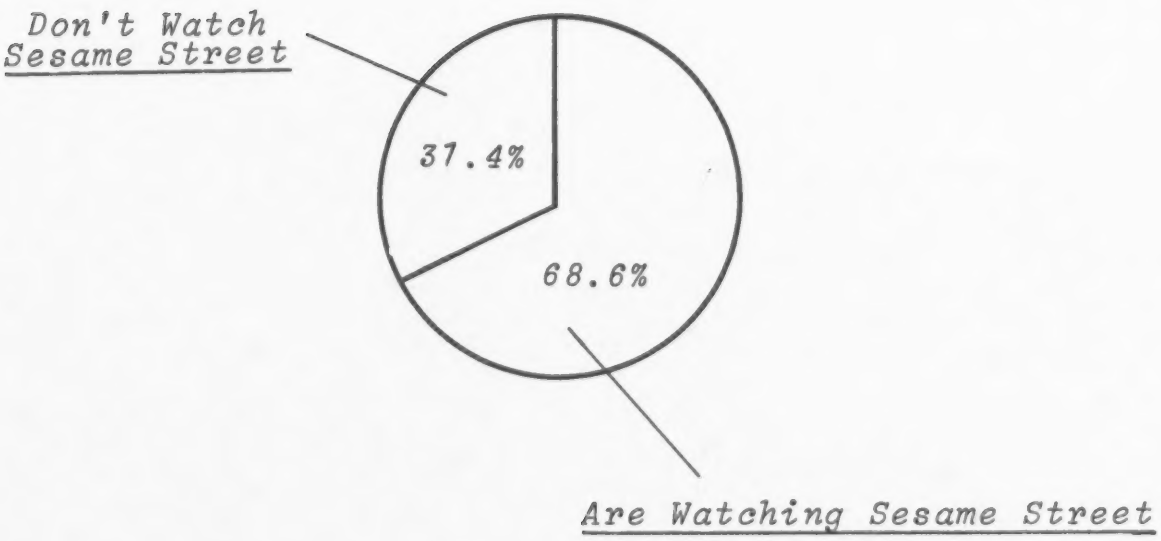
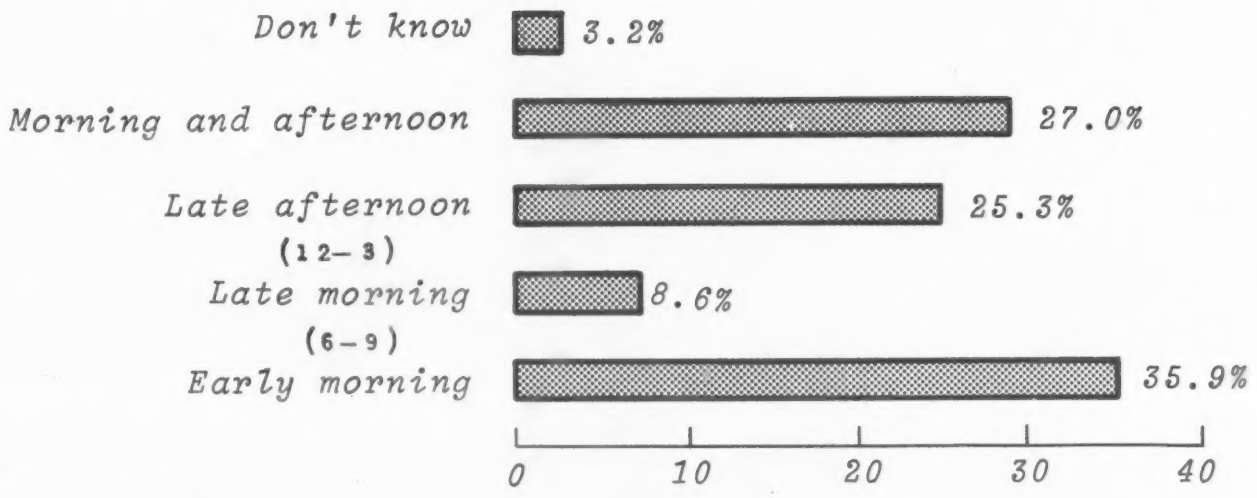


Fig. 34. Viewers Among the Total Population Sampled.

WHAT ARE THE VIEWING CHARACTERISTICS OF THOSE CHILDREN WHO WATCH THE PROGRAM?

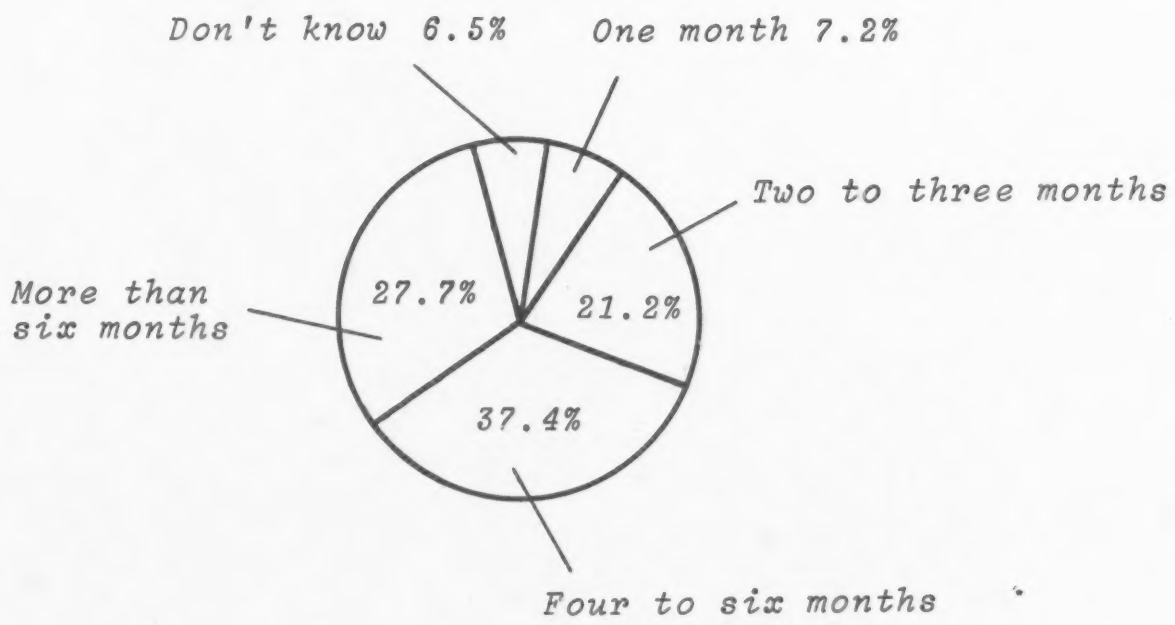
N= 605

Fig. 35. Last Time Program Was Viewed.



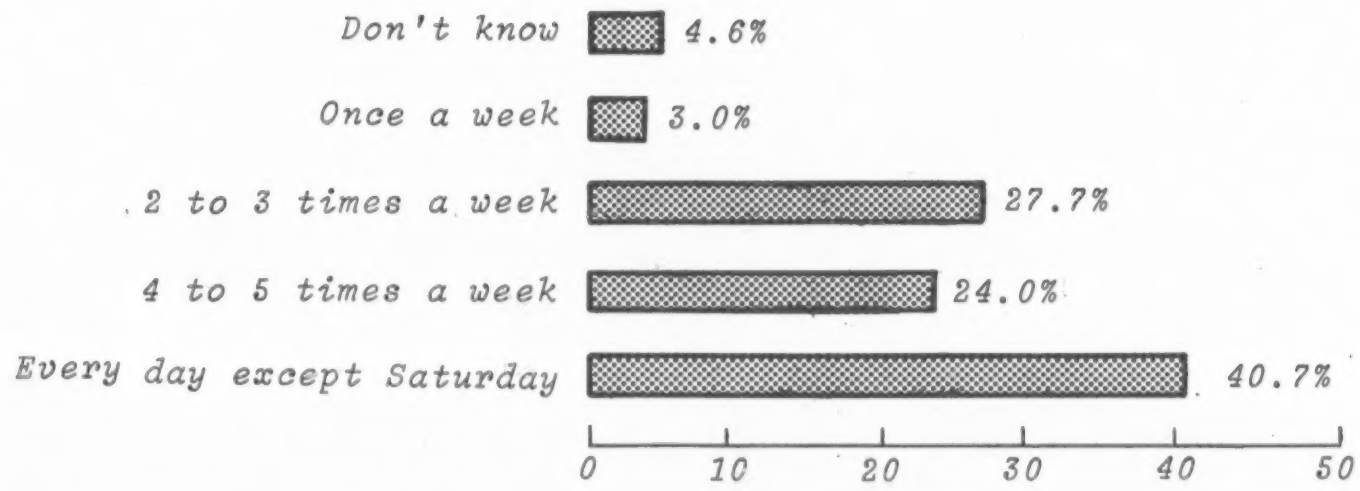
N= 434

Fig. 36. Time of Day Program Was Viewed.



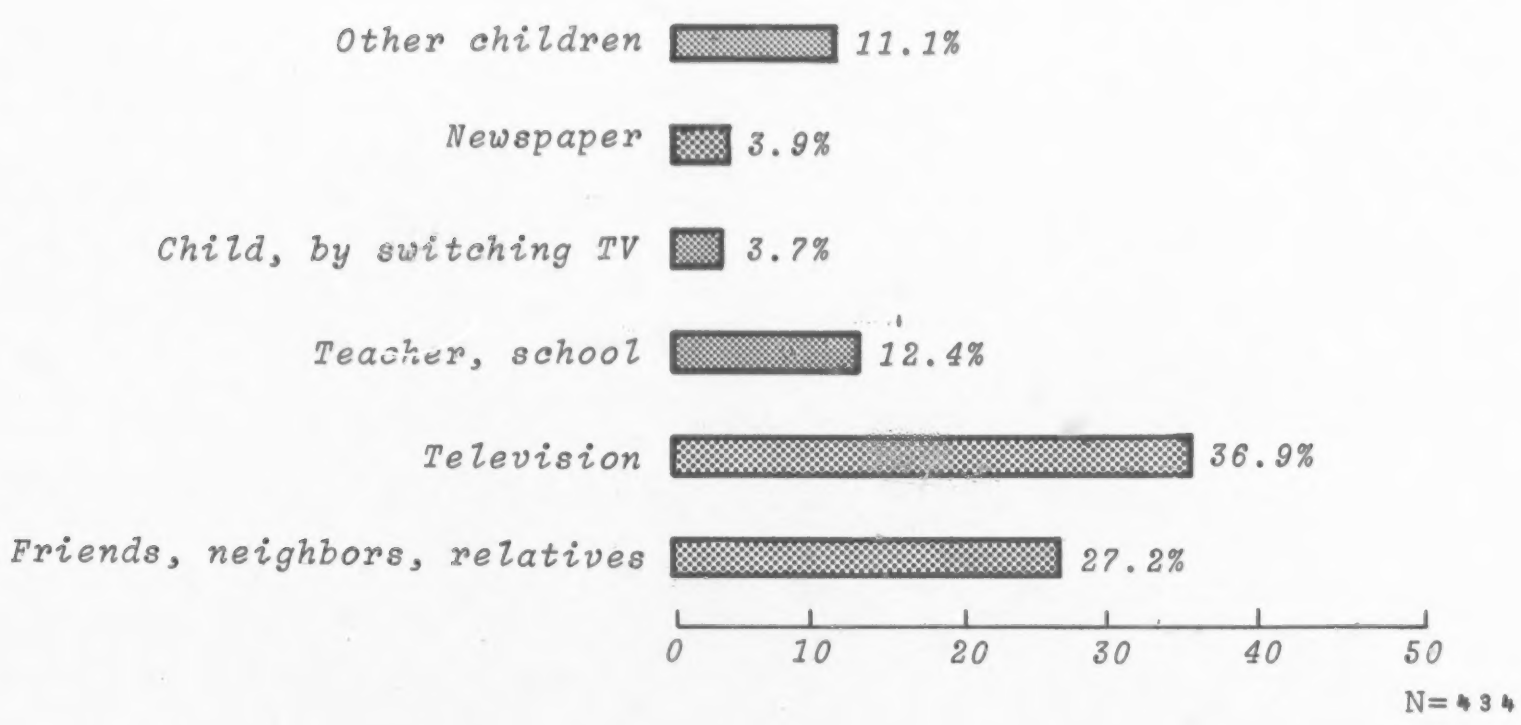
N= 433

Fig. 37. The Number of Months the Program Has Been Viewed.



N= 433

Fig. 38. The Number of Days Each Week the Program is Viewed.



N= 434

Fig. 39. Respondent's Source of Information About Sesame Street

Ethnic Characteristics of the Chicago Population

A number of analyses were conducted to examine relationships between ethnic characteristics and other data obtained in the survey. Tests of significance were applied in all of the χ^2 (chi-square) analyses undertaken and only those reaching levels of confidence of .95 or greater are reported below.

The general patterns that emerged from within the population surveyed suggested the following:

Viewing Patterns of the Children

χ^2 Analysis[7]			Number in Sample
(Ethnic)	105	X	
	75	Children in Black homes watch Sesame Street away from home more often than children in White and Spanish-speaking homes.	859
	68	Children in Black homes watch television with older children more often than in White and Spanish-speaking homes.	492

[7] These numbers act as keys to the χ^2 variables given in a set of χ^2 analysis tables provided with this report. χ^2 analysis tables reflecting percentages, etc., are available upon request. The ethnic variable in the analysis is 105. The X indicates that when compared with variable 75 (children watching away from home) the relationship emerged as being significant.

χ^2 Analysis		Number in Sample
(Ethnic) 105	X	
58	The predominant preferred viewing time for White and Black children	817
60	combined is before 9 A.M. The preferred viewing time for Spanish-speaking children alone is from Noon to 3 P.M., for White alone, 9 A.M. to Noon, and for Black	819
62	children alone from 3-5 P.M.	812
72	White children are more often the decision makers when it comes to deciding what to watch.	811
Availability of Television Sets		
49	Relatively more Black and White families reported having more than one television set than Spanish-speaking families.	824
49	Relatively more White families, however, reported having color television sets.	823
63	The greatest portion of children who watched television alone were from White homes.	815
Babysitting Patterns		
18	More siblings who stay with younger children at home do so in Black homes.	714

χ^2 *Analysis*			*Number in Sample*
(Ethnic)	105	X	
	36	More mothers usually stay with children in White or Spanish-speaking homes.	121
	21	Grandmothers stay with the children more often in Spanish-speaking homes.	714
	17	Children in the Black community were cared for outside the home more frequently than in other communities.	777
	24	In White families, babysitting by non-family members took place more often at the child's home.	714
Characteristics in Relation to Families			
	86	Black families liked the educational aspects of Sesame Street to a greater extent than did White or Spanish-speaking families.	416
	103	Women predominated as heads of household in the Black community.	866

2

Viewing Profile - Chicago

Viewers and non-viewers of Sesame Street were compared, with respect to all of the other variables, to see if there were significant factors related to viewing the program. Only relationships that were significant at the .95 level of confidence or higher are reported.

Of those who are watching Sesame Street at home, relatively more:

χ^2 Analysis (Viewing) 74 x		Number in Sample
7	Have two or three preschool children that live in.	754
19	Mothers stay with the preschool children as compared to other relatives or friends acting as babysitters.	690
48-52	Have more than one television set, and can receive channels 9, 11, 26 and 32 clearly or with only slight reception difficulties.	833
57	Have preschool children that watch TV most of the day nearly every day.	814
69	Of the children who watch TV with others, most usually watch with other younger children.	500

χ^2 Analysis		Number in Sample
Viewing		
72	Of the children sometimes decide what to watch as compared to always watching whatever is on.	821
97	Of the households have only one	625
103	adult, who is a woman acting as	641
104	head of household, and have an income of less than $4,000.	474
108	Think the Sesame Sponsor program	574
110	is a good idea and would volunteer for the program.	830

Response Patterns in Relation to Income of Respondents

In this instance an examination was made to ascertain if level of income, below $4,000 per family, was significantly related to other variables explored in the survey. In each instance, only those relationships significant at the .95 level or higher are reported.

χ^2 *Analysis* (Income) 104 X		*Number in Sample*
2	The area with the lowest level of income was Grand Boulevard.	677
47	A significant portion of the low-income homes (under $4,000) have no television set and of those who do most do not have a color TV set.	677
7	Low-income families in the survey	632
8	have more 3 or 4, 2-5 year-olds in	632
9	the family who live at home. The majority of the children are girls.	634
19	More mothers stay with 2-5 year-olds in the low-income group than in the high-income group.	578
99	The low-income families in the	
103	survey tend to have three or more	296
105	children, 6-12 years old, have a	678
97	woman as the head of the household,	669
	and are Black. Most of the families have only one adult in the family.	659

χ^2 *Analysis*		*Number in Sample*
(Income) 104 x		
86	When listing things they liked best, low-income families mentioned the "educational aspect" of the program more often than any other dimension of the program.	345
109	When asked if they would participate in the Sesame Sponsor program many responded in the affirmative.	462

Analysis by the Four Areas Surveyed

A number of patterns emerged when the four areas were examined as separate entities. In each instance, only significant relationships that were at the .95 level of confidence or higher are reported.

χ^2 *Analysis*		*Number in Sample*
(Area) 2 x		
47 49	The majority of respondents having more than one television set lived in the Uptown or West Town areas. Most of those who have a color television set resided in Uptown.	375 833
21 19	Grandmothers are the predominant group who stay with preschoolers in West Town and Lawndale, whereas mothers are the predominant group who stay at home in the Grand Boulevard area.	722 722

χ^2 Analysis (Area) 2 X		*Number in Sample*
2	Relatively more children who watch Sesame Street live in the Grand Boulevard area.	832
75	Those who watch Sesame Street away from home live mostly in the Grand Boulevard and Lawndale areas.	869
58	Viewing patterns by area indicate that most of the morning-only viewers reside in Uptown; the afternoon-only viewers live predominantly in Lawndale; and those who view the program both in the morning and the afternoon reside in the Grand Boulevard area.	827
65	Babysitting patterns indicate that the children from Grand	
66	Boulevard and Lawndale watch with father when they do watch	500
	with someone, whereas, in West Town they tend to watch with grandmothers.	500

Sponsor Profile - Chicago

In Chicago, a total of 53 respondents volunteered to become Sesame Sponsors. Fourteen (26.4%) of these indicated that they would require some reimbursement. Data from the respondents who volunteered for the program were examined closely and the following profile developed:

- 87.2% have preschool children who watch Sesame Street

- 54.3% have an income of $4,000 or more
- 45.7% have an income of less than $4,000

- 21.3% are White
- 61.5% are Black
- 17.1% are Spanish-speaking

- 41.7% live in Grand Boulevard-Oakland
- 8.2% live in West Town
- 29.8% live in Lawndale
- 20.2% live in Uptown

- 92.0% can receive Sesame Street

Families Who Do Not Have Preschool Children

As a part of the survey, a sample was obtained from the "non-preschool" population. A detailed listing of various characteristics is given in Appendices A and B. The following statistics, however, are of special interest.

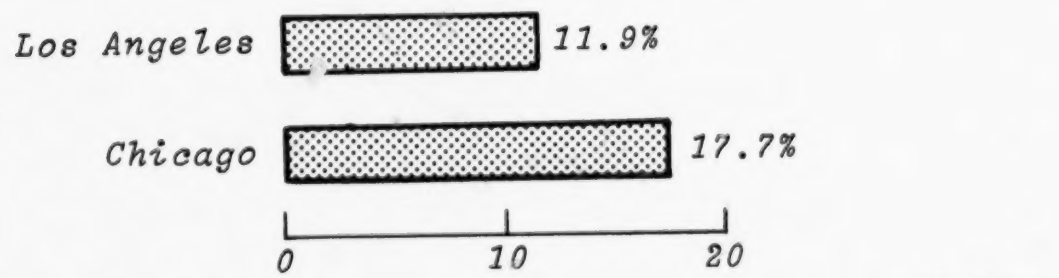


Fig. 40. Viewers Without Preschoolers.

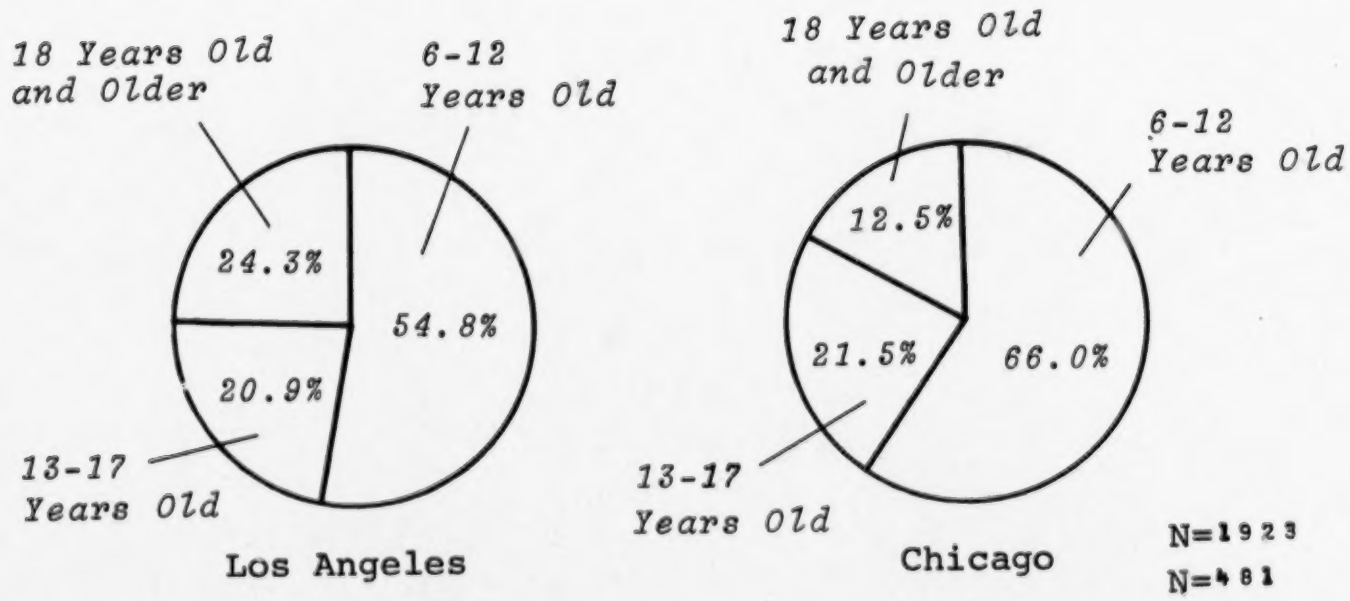


Fig. 41. Distribution by Age of Viewers Without Preschoolers..

Viewers and non-viewers without preschoolers were compared to see if there were significant factors related to viewing. As would be expected, relatively more viewers had children, especially in the 6-12 year old range. Of those who view Sesame Street, relatively more had more than one television set. In Los Angeles, relatively more had a color set.

SOME OBSERVATIONS

- An overwhelming vote of approval of the Sesame Street program was offered for the program by inner city families watching both in Los Angeles and Chicago which would tend to confirm earlier surveys.

- Of those who have the capability to watch the program, more are watching Sesame Street in Chicago than in Los Angeles.

- Distribution of ethnic groups across the surveyed population would tend to be fairly representative of the overall ethnic distribution within the inner city and "trough" areas surveyed in both cities. Thus, the survey data can be utilized when considering any modifications of program content directed toward particular inner city ethnic groups.

- More than half of those who report watching the program have been doing so for four months or longer. This would tend to indicate that once the family becomes acquainted with the program, viewing it becomes a regular event in the household.

- Although both cities show a somewhat large percentage of incomes over $4,000 it must be kept in mind that other statistical data from other sources would tend to reflect an income range for the majority of families in the areas surveyed only between $4 - 8,000.

- It would appear that an important segment of the families in the population who do not have preschool children are watching the program. This pattern begins to support the idea that the program is of value to 6- to 12-year olds and that a program content within the Sesame Street format directed at this age group would be well received.

- As is the case with many other activities "word of mouth" dissemination seems to be an effective method for learning about the program and would suggest that "grass-roots" marketing of Sesame Street may have considerable merit, as contrasted to many other approaches. The largest proportion of families heard about it from those concerned with the child, relatives, friends, and neighbors. However, this observation does not diminish the fact that a large number of people also learn about the program just by virtue of its being on television.

- The advantage of combined very high frequency (VHF) and ultra-high frequency (UHF) television availability appears to be reflected in Chicago more in the regularity of viewing then in the size of the total audience. Instituting broadcasting on a VHF channel in Los Angeles may have similar results in that the total audience would be increased thus supplementary efforts would be needed to guarantee increased viewing numbers.

- The response to the Sesame Sponsor concept was somewhat less enthusiastic than had been anticipated in Chicago, but quite favorable in Los Angeles,

suggesting that there may be different patterns of receptivity to the Sesame Mother concept and its potential for successful application in differing cities. Receptivity to the idea and the potential for success may vary greatly from one urban area to another.

- The Los Angeles survey indicated that over half of the people interviewed who had children between the ages of 3-5 living with them also listened to the radio more than one hour a day. This should suggest another means for broadcasting programs of the Sesame Street variety type.

- The availability of the program more than once a day increases its total audience. In Los Angeles, the early morning and late afternoon time slots seem almost equally popular, with a sizeable group of viewers who watch both the morning and afternoon programs. Early morning viewing seems to constitute the most popular time slot in Chicago.

- In order to increase the number of viewers in Los Angeles, it seems imperative that a VHF channel broadcast the program and that a number of publicizing approaches be employed to increase the number of viewers among those who do have the VHF capability.

- Lack of preference by Spanish-speaking families for the program may indeed be conditioned by the "limited" Spanish content provided during the program's first year.

APPENDIX

INSTITUTE FOR EDUCATIONAL DEVELOPMENT
999 N. SEPULVEDA BLVD · EL SEGUNDO, CALIFORNIA 90245 · (213) 772-2127

A

SESAME STREET SURVEY - LOS ANGELES

(1 to 4) Serial Number
(5.1) Card Number

6 7 8 (#) Interviewer's Name: _____

A. Location Information:

Address of HU _____

Apartment Number _____, Block _____, HU _____

Tract

B. Record of Calls:

Attempts	Date	Time	AM PM	Results: Completed Interview	Refusal	Not Home	Other (Explain)
1	___	___	__				
2	___	___	__				
3	___	___	__				
4	___	___	__				

C. Final Disposition

.....Interview completed
.....Refusal
.....Not home
.....Not a housing unit
.....Unoccupied or vacant unit
.....Other (SPECIFY) _____

_____

Date of final disposition _____

INTRODUCTION: Hello, my name is _____ from _____. I am collecting information on a children's TV program called SESAME STREET. We're not trying to sell you anything or trying to change your viewing habits. But we would like to ask you a few questions about your family and the television programs you like to watch. Your answers will be very important to us, and will be kept completely confidential.

TIME BEGUN_____

1. Do any children between the ages of 2 and 5 live here with you?

91.6% ....Yes---- (TURN TO PAGE 3, QUESTION 3)

...No

n = 1150

2. Do you or does anyone else who lives here usually babysit here during the day for any children between the ages of 2 and 5?

8.4% ....Yes--- (TURN TO PAGE 4, QUESTION 12)

...No

n = 1150

IF THE ANSWER TO BOTH THESE QUESTIONS IS "NO," ASK THE FOLLOWING QUESTIONS, AND THEN TERMINATE THE INTERVIEW.

A. Counting yourself, how many people live in this household? (RECORD)

B. How many of these people are 18 or older? (RECORD)

C. How many are between 13 and 17 years old? (RECORD)

D. How many are children between 6 and 12 years old? (RECORD)

E. Is there a television set in this house?

....No---- "THIS IS ALL THE INFORMATION I NEED. THANK YOU.

....Yes

F. Do you have more than one set?

....Yes

....No

G. Do you receive UHF, that is Channels L.A.: 28, 34, or 40 CHI.: 26, 32, or 44

....Yes

....No

H. Do you have a color set?

....Yes

....No

I. Do you or does anyone else in this household ever watch a television program called SESAME STREET?

....Yes

....No

....Don't know

J. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET (Show first page-Home Study Guide). Do you or does anyone else in this household ever watch this program?

....Yes

....No

....Don't know

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

K. How many people in your household usually watch this program?

L. What are the ages of these people? (RECORD FOR UP TO 3 PEOPLE)

....Person 1
....Person 2
....Person 3

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

*3. How many children between 2 and 5 live here? (RECORD) | 3

*4. Please tell me the age and sex of (this child/these children). RECORD AGE AND SEX FOR EACH CHILD. THEN ASK RESPONDENT'S RELATIONSHIP TO CHILD.

....Age
Sex (CHECK ONE)
....Boy
....Girl

RESPONDENT'S RELATIONSHIP TO CHILD: _____

....Age
Sex (CHECK ONE)
....Boy
....Girl

RESPONDENT'S RELATIONSHIP TO CHILD: _____

....Age
Sex (CHECK ONE)
....Boy
....Girl

RESPONDENT'S RELATIONSHIP TO CHILD: _____

5. Where does this child(ren) usually stay during the day? Does he/she usually stay here or usually stay somewhere else? Do they

94.2% ....All usually stay here
2.7% ....Some usually stay here and some usually stay elsewhere
3.1% ....All usually stay somewhere else → SKIP TO QUESTION 7

n = 1041

6. Who usually stays home with them? (MARK ANY THAT APPLY)

16.4% ....Brother or sister of child(ren)
85.1% ....Mother of child(ren)
4.5% ....Father of child(ren)
7.0% ....Grandmother
.1% ....Grandfather
3.5% ....Other relative (SPECIFY) (aunt or cousin)
.1% ....Other person(SPECIFY) (baby-sitter)

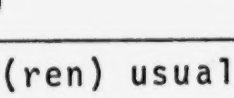
n = 1009

*See Addendum

7. How often does the child(ren) stay somewhere else during the day?

n = 1030

8.5% ....Once a week or more
6.8% ....2 or 3 times a month
84.7% ....Seldom or never



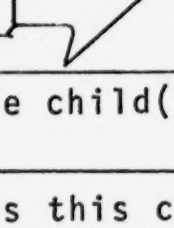
CONTINUE WITH QUESTION 11 BELOW

7

8. Where does the child(ren) usually stay when not at home? (MARK ONLY ONE)

n = 110

33.6% ....Friend or neighbor's home
33.6% ....Relative's house
10.9% ....Day care center
13.6% ....Headstart or other pre-school
8.2% ....Other



A. Where is that? (RECORD NAME AND ADDRESS_____

9. How many days a week does the child(ren) usually stay there? (RECORD)

10. What time during the day does this child(ren) usually stay there? (RECORD HOURS AS ACCURATELY AS YOU CAN IN BOX AT RIGHT, THEN CODE AT LEFT)

n = 84

23.8% ....Morning
11.9% ....Afternoon
64.3% ....Both

Hours: FROM 7 to 9 a.m./~~p.m.~~
TO 3 to 5 ~~a.m.~~/p.m.
COMMENTS_____

11. Do you or does anyone else who lives here ever babysit here during the day for any other children between the ages of 2 and 5?

n = 1050

95.5% ....No

TURN TO PAGE 5, QUESTION 17

4.5% ....Yes

11

*12. How many (other) children between 2 and 5 come here for baby-sitting? (RECORD)

12

*13. How old is this child(ren)? (RECORD AGE FOR UP TO 3 CHILDREN)

....Child 1
....Child 2
....Child 3

14. Who usually stays with this child(ren)? (MARK ANY THAT APPLY)

n = 129

64.3% ....Mother of household
3.9% ....Father of household
17.8% ....Grandmother in household
1.6% ....Grandfather in household
7.8% ....Children in household
16.3% ....Other relative (SPECIFY) (aunt)
10.8% ....Other person (SPECIFY) (baby-sitter)

*See Addendum

15. How often does this child(ren) usually stay here?

13.4% .....Once a month or less
32.1% .....2 or 3 times a month
54.5% .....Every day or nearly every day — n = 134

16. What time during the day does this child(ren) usually stay here? (RECORD AS ACCURATELY AS YOU CAN IN BOX AT RIGHT, THEN CODE AT LEFT.) — n = 121

6.6% .....Morning
8.3% .....Afternoon
85.1% .....Both
-- .....Other

HOURS:
FROM 7 to 9 a.m./xxxx
TO 5 to 7 xxxx/p.m.
COMMENTS

17. Do you have a television set in this household? — n = 1145

3.4% .....No ---> TURN TO PAGE 8, QUESTION 27
96.6% .....Yes

17

18. Do you have more than one TV?

37.0% .....Yes
63.0% .....No — n = 1111

19. Do you have a color TV?

34.8% .....Yes
65.2% .....No — n = 1116

20. We'd like to know something about your TV reception. For each channel I mention, please tell me whether you have no problems with your reception (picture and sound), whether you have some problems with your reception, or whether you can't receive the station at all.

IN CHICAGO, ASK THESE CHANNELS

Channel 26 (UHF)
.....No problems
.....Some problems
.....Can't receive at all
.....Don't know

Channel 32 (UHF)
.....No problems
.....Some problems
.....Can't receive at all
.....Don't know

IN L.A., ASK THESE CHANNELS

Channel 28 (UHF) — n = 1107
47.5% .....No problems
14.5% .....Some problems
31.3% .....Can't receive at all
6.7% .....Don't know

Channel 34 (UHF) — n = 1105
42.0% .....No problems
13.1% .....Some problems
33.2% .....Can't receive at all
11.7% .....Don't know

IN CHICAGO, ASK THESE CHANNELS

Channel 9

.....No problems
.....Some problems
.....Can't receive at all
.....Don't know

Channel 11

.....No problems
.....Some problems
.....Can't receive at all
.....Don't know

IN L.A. ASK THESE CHANNELS

Channel 40 (UHF) — n = 1101

35.3% .....No problems
12.4% .....Some problems
35.1% ....Can't receive at all
17.3% .....Don't know

Channel 11 — n = 1106

87.0% .....No problems
3.3% .....Some problems
5.2% .....Can't receive at all
4.5% .....Don't know

What kinds of reception problems have you had? (RECORD)
*

_____

_____

_____

21. On the average, about how many days a week would you say the young child(ren) [between 2 and 5] usually spend some time at home watching TV?

85.3% .....Nearly every day
6.8% .....3 or 4 times a week
2.1% .....2 or 3 times a week, during the week
2.7% .....2 or 3 times a week, but mainly on weekends
3.2% .....Seldom or never

n = 1109

22. For each of the times I read to you, please tell me whether the young child(ren) watch(es) TV almost every day, only occasionally, or seldom or never (READ CATEGORIES BELOW, CHECK ONE BOX AT LEFT FOR EACH CATEGORY.)

ALMOST EVERY DAY	ONLY OCC.	SELDOM OR NEVER
44.8	34.9	20.3
1	2	3

...In the morning, before 9 o'clock — n = 1117

42.1	39.9	18.0
1	2	3

...In the morning, between 9 o'clock and noon — n = 1114

30.8	30.6	38.6
1	2	3

...In the early afternoon, between noon and 3 o'clock — n = 1112

*See Addendum

ALMOST EVERY DAY	ONLY OCC.	SELDOM OR NEVER	
39.6	42.6	17.9	...In the late afternoon, between 3 o'clock and 5 o'clock — n = 1109
1	2	3	
37.5	38.6	23.9	...In the evening, after 5 o'clock — n = 1099
1	2	3	

23. Does_____usually watch TV alone, or does someone else usually watch the TV at the same time? n = 1099

27.5% .....Watch alone

72.5% .....Someone else usually watches. → Who usually watches TV with the younger child(ren)? (CHECK ALL THAT APPLY)

n = 797

71.0% .....Mother of household

12.6% .....Father of household

6.8% .....Grandmother

.1% .....Grandfather

48.4% .....Older children (6 or older)

8.3% .....Younger children (2 to 5)

5.8% .....Other relative (SPECIFY) (aunt, cousin)

1.5% .....Other person (SPECIFY) (friends)

24. Does the child(ren) sometime decide what to watch on TV, or does he always watch whatever happens to be on? n = 1100

80.3% .....Sometimes child(ren) decide(s)

19.7% .....Always watch whatever is on

25. Does the child(ren) ever watch a program at home on TV called SESAME STREET? n = 1115

33.5% .....Yes

56.7% .....No

9.8% .....Not sure

26. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET. (SHOW FIRST PAGE - HOME STUDY GUIDE). Would you say that _____watch(es) this program at home regularly, occasionally, seldom, or never? n = 1106

14.9% .....Regularly

18.6% .....Occasionally

6.2% .....Seldom

45.3% .....Never

14.9% .....Don't know

27. Does _____ever watch SESAME STREET on TV any place outside your home? For example, at a neighbor's house, at a day care center, or anywhere else?

n = 1127

11.7% .....Yes
88.3% .....No

27

IF YES, ASK

A. Where is that?

n = 123

33.3% .....Friend or neighbor's house
35.0% .....Relatives house
6.5% .....Day care center ---------
9.8% .....Headstart or other pre-school
15.4% .....Other ---

→ RECORD NAME, ADDRESS BELOW

(No consistent response)

_____

_____

_____

* B. How many days a week does _____usually stay there?

CONTINUE WITH QUESTION 28 BELOW.

IF NO,

If Child(ren) does not watch SESAME STREET at home, or if there is no TV at home, turn to QUESTION 38, PAGE 10.

If Child(ren) does watch SESAME STREET at home, CONTINUE WITH QUESTION 28 BELOW.

28. When was the last time the child(ren) watched this program?

n = 398

9.8% .....Today
17.8% .....Yesterday
23.6% .....3 to 6 days ago
14.8% .....1 to 2 weeks ago
9.8% .....3 to 4 weeks ago
8.5% .....More than a month ago
15.6% .....Not sure

→ TURN TO QUESTION 38, PAGE 10

28

29. What time does the child(ren) usually watch SESAME STREET?

n = 319

29.8% .....Early morning
14.1% .....Late morning
32.0% .....Late afternoon
18.5% .....Both morning and afternoon
.0% .....Other (SPECIFY)_____
5.6% .....Don't know

*See Addendum

30. About how many days a week does the child(ren) usually watch this program?

31.6%	.....Once a day or more
26.9%	.....4 or 5 times a week
27.8%	.....2 or 3 times a week
8.5%	.....Once a week or less
5.1%	.....Don't know

n = 316

31. How long has the child(ren) been watching SESAME STREET?

4.1%	.....One month or less
28.6%	.....2-3 months
30.8%	.....4-6 months
28.3%	.....More than 6 months
8.3%	.....Don't know

n = 315

32. Do you happen to know what channel SESAME STREET comes in on?

CH. * .....Yes (RECORD CHANNEL AT LEFT)

☐ .....No (CHECK BOX AT LEFT)

33. Where did the child(ren) first hear about SESAME STREET?

(MARK ONLY ONE)

36.7%	.....Friends, neighbors, relatives
18.7%	.....Teachers, someone at school
8.5%	.....Other children
3.2%	.....Newspaper or magazines
.3%	.....Radio
17.7%	.....TV
10.4%	.....Other (SPECIFY) (Parents, by switching channels)
4.4%	.....Don't know, Can't remember

n = 316

34. Where did you first hear about SESAME STREET?

(MARK ONLY ONE)

34.9%	.....Friends, neighbors, relatives
14.9%	.....Teachers, someone at school
8.6%	.....Other children
8.9%	.....Newspaper or magazines
.6%	.....Radio
19.7%	.....TV
9.2%	.....Other (SPECIFY (Children, by switching channels)
3.2%	.....Don't know, Can't remember

n = 315

35. Does the child(ren) usually turn on the program or does someone usually turn on the program for the child(ren)?

42.9%	.....Child turns on program
24.9%	.....Child asks someone else to turn on program
30.6%	.....Someone else turns on program
1.6%	.....Other (SPECIFY) (No consistent response)

n = 317

*See Addendum

36. What kinds of things do you like best about SESAME STREET as a program for young children? (RECORD, WILL BE CODED LATER.)

_____

_____

_____

_____

_____

_____

61.4% .....Educational aspects in general — n = 316
30.4% .....Learn to count
25.3% .....Learn the alphabet
3.5% .....Learn. Other (SPECIFY) (No consistent response)
27.8% .....Entertaining, enjoyable diversion
7.9% .....Keeps children busy, out of the way
3.5% .....Other (SPECIFY) (No consistent response)
.0% .....Nothing
9.5% .....Don't know

37. What kinds of things do you dislike about SESAME STREET as a program for young children? (RECORD, THEN CODE AT LEFT.)

7.8% .....Dislike something _____
69.8% .....Dislike nothing _____
22.4% .....Don't know _____

38. Now a few questions about the rest of your family.

* .....Counting yourself, how many people live in this household?
* .....How many of these people are 18 or older?
* .....How many are between 13 and 17 years old?
* .....How many are children between 6 and 12 years old? 38

39. Are you the head of this household? — n = 1143

32.4% .....Yes
67.6% .....No → A. What is your relationship to the head of the house? (RECORD) *_____

_____

*40. How old (is head) (RECORD)

41. RECORD SEX OF HEAD

73.7% .....Male — n = 1145
26.3% .....Female

*See Addendum

42. Was the combined income of all the people who live in this household more than $4,000 or less than $4,000 last year?

41.8% .....$4,000 or more
38.9% .....Less than $4,000
19.4% .....Don't know

n = 1116

43. CODE RACE OF RESPONDENT

16.6% .....White
42.8% .....Black
39.0% .....Spanish-speaking
1.4% .....Other (SPECIFY) (Oriental)
.2% .....Can't tell

n = 1126

IF SPANISH SPEAKING ASK A AND B, BELOW -- IF NOT GO ON TO 44.

A. Into which of the following groups would you classify yourself?

93.3% .....Mexican-American
.9% .....Puerto Rican
1.3% .....Cuban
4.5% .....Other (SPECIFY) (Spanish)

n = 448

B. What language is usually spoken around the house? Do you usually speak Spanish, usually speak English, or usually speak both?

17.3% .....Spanish
15.2% .....English
67.5% .....Both

n = 480

EXPLANATION OF SESAME SPONSOR PROGRAM AT THIS POINT.

44. Do you think this program would be a good thing for children around this neighborhood?

n = 1140

44

72.6% .....Yes
16.9% .....No
10.4% .....Don't know

Why/Why not? (RECORD) _____

45. If a neighbor of yours offered this kind of program for children around here, would you send your children to her?

60.3% .....Yes
21.3% .....No
18.3% .....Don't know

Why/Why not? (RECORD) _____

46. Would you be interested in being a SESAME SPONSOR and offering a program like this to children in this neighborhood on a volunteer basis? n = 1140

8.7% .....Yes → Do you have a telephone number where you can usually be reached during the day?
(RECORD NAME)_____
(PHONE #) _____

83.5% .....No

7.8% .....Don't know

47. Would you be interested in being a volunteer SESAME SPONSOR if you were compensated for such things as training, telephone use, etc. n = 1122

9.1% .....Yes → (RECORD NAME)_____
(PHONE # _____

84.4% .....No

6.5% .....Don't know

48. Do you know any neighbors, friends, or relatives around here who might be interested in becoming a SESAME SPONSOR? n = 1088

2.0% .....Yes → IF YES, RECORD NAME, ADDRESS, PHONE NUMBER
Name _____
Address _____
_____
Phone No. _____

98.0% .....No

49. How much of your day do you spend listening to radio programs?

35.6% .....less than 1 hour

34.4% .....1 to 3 hours

30.0% .....more than 3 hours

THAT WAS MY LAST QUESTION. THANK YOU VERY MUCH FOR YOUR COOPERATION.

Total number of minutes for the interview. Time Ended_____

LOS ANGELES

SESAME STREET SURVEY QUESTIONNAIRE-ADDENDUM

Listing of answers to specific open-ended and extensive questions that elicited statistically quantifiable responses.

Questions:

3. How many children between 2 and 5 live here?

n = 1036

1	2	3	4	5
62.6%	28.9%	7.2%	1.1%	.2%

4. Please tell me the age and sex of (this child/these children).

A. Density of 2 to 5 year olds — n = 1045

Families with 1 child, 2 to 5 years old	63.0%
Families with 2 children, 2 to 5 years old	29.3%
Families with 3 or more children, 2 to 5 years old	7.7%

B. Ages — n = 1153

2 years old	3 years old	4 years old	5 years old
24.6	25.6	26.2	23.7

C. Sex — n = 1511

Male	Female
48.8%	51.2%

D. Respondents relationship to child — n = 1279

Sibling	8.5
Mother	70.1
Father	7.4
Grandmother	5.1
Grandfather	.6
Other relative	7.3
Other friend	1.0

12. How many (other) children between 2 and 5 come here for baby-sitting?

n = 126

1	2	3	4	5	6	7	8
68.3	21.4	5.6	1.6	1.6	.8	.0	.8

13. How old is this child(ren)?

n=183

2 yrs.old	3 yrs. old	4 yrs. old	5 yrs.old
24.6%	30.6%	26.2%	18.6%

20. What kinds of reception problems have you had?

n=256

Picture	11.7%
Sound	2.3%
No UHF	25.8%
No UHF antenna	6.3%
Interference	2.7%
Static	8.2%
Fuzzy	26.6%
Snowy	11.7%
Weak Signal	4.7%

27.B. How many days a week does the child(ren) usually stay there?

n=82

1	2	3	4	5	6	7
24.4%	20.7%	7.3%	1.2%	40.2%	.0%	6.1%

32. Do you happen to know what channel SESAME STREET comes in on?

n=312

Correct channel	91.0%
Incorrect channel	1.0%
Don't know	8.0%

37. What kinds of things do you dislike about SESAME STREET as a program for young children?

1. Want the show to come in better.
2. Too many repeats
3. Doesn't come on Saturday.

38. Counting yourself, how many people live in this household?

n=1138

Household size

2	5.9%	6	14.5%	10	2.8%
3	12.7%	7	9.1%	11	1.1%
4	23.2%	8	5.9%	12	.4%
5	18.7%	9	4.6%	13	.8%
				14	.1%

(average per household 5.94)

n=1115

Number in household 18 or older

1	15.7%	4	5.0%	7	.1%
2	64.8%	5	1.7%	8	.1%
3	12.3%	6	.3%	9	.1%

(average per household: 2.14)

38. Counting yourself, how many people live in this household? (Continued)

Number in household between 13 and 17 years old

n=340

1	51.5%	4	5.0%
2	30.9%	5	.6%
3	12.1%		

(average per household: 1.72)

Number in household between 6 and 12 years old

n=613

1	40.9%	5	2.0%
2	29.0%	6	.8%
3	17.5%	7	.8%
4	9.0%		

(average per household: 2.08)

39. What is your relationship to the head of the house?

n=759

Wife	73.7%
Son	5.5%
Daughter	12.6%
Mother	1.1%
Father	.5%
Aunt or Uncle	.5%
Sister or Brother	1.2%
Other	4.9%

40. How old (is head)

n=1073

18, 19	.6%	32, 33	5.8%
20, 21	2.5%	34, 35	8.6%
22, 23	5.4%	36, 37	6.6%
24, 25	8.2%	38, 39	5.1%
26, 27	8.8%	40--49	21.1%
28, 29	8.3%	50--59	7.3%
30, 31	8.7%	60--69	2.4%
		70--79	.7%

44. Do you think this program would be a good thing for children around this neighborhood?

1. Educational values and would help them to learn.
2. It would be good for getting neighborhood mothers and children together.
3. It would keep the children off the street.

45. If a neighbor of yours offered this kind of program for children around here, would you send your children to her?

1. It would help them learn to play and work with other children.
2. Good for the children and neighbors; we need a program like this in the community.
3. As long as I know the neighbor I would send mine.

Characteristics of the "non-preschool" sample - Los Angeles

* 1. Do any children between the ages of 2 and 5 live here with you? 85

....Yes---- (TURN TO PAGE 3, QUESTION 3)

....No

* 2. Do you or does anyone else who lives here usually babysit here during the day for any children between the ages of 2 and 5?

....Yes--- (TURN TO PAGE 4, QUESTION 12)

....No

IF THE ANSWER TO BOTH THESE QUESTIONS IS "NO," ASK THE FOLLOWING QUESTIONS, AND THEN TERMINATE THE INTERVIEW.

* A. Counting yourself, how many people live in this household? (RECORD)

* B. How many of these people are 18 or older? (RECORD)

* C. How many are between 13 and 17 years old? (RECORD)

* D. How many are children between 6 and 12 years old? (RECORD)

* E. Is there a television set in this house?

7.9% ....No---- "THIS IS ALL THE INFORMATION I NEED. THANK YOU."

92.1% ....Yes N=2061

F. Do you have more than one set?

31.8% ....Yes N=1915

68.2% ....No

G. Do you receive UHF, that is Channels L.A.: 28, 34, or 40 CHI.: 26, 32, or 44

51.6% ....Yes

48.3% ....No N=1945

H. Do you have a color set?

34.3% ....Yes N=1920

65.7% ....No

I. Do you or does anyone else in this household ever watch a television program called SESAME STREET?

12.6% ....Yes N=1945

81.5% ....No

5.9% ....Don't know

J. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET (Show first page-Home Study Guide). Do you or does anyone else in this household ever watch this program?

11.9% ....Yes N=1923

88.1% ....No "THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

....Don't know

* K. How many people in your household usually watch this program?

* L. What are the ages of these people? (RECORD FOR UP TO 3 PEOPLE)

....Person 1

...Person 2

....Person 3

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

*See Addendum

ADDENDUM-LOS ANGELES

Area:

Watts/South Central	48.9%	N=2123
East Los Angeles	31.4%	
El Monte	9.5%	
Pacoima	10.2%	

A. Total number in household

1.	16.2%	6.	5.3%	N=2097
2.	34.0%	7.	2.7%	
3.	18.3%	8.	1.1%	
4.	12.6%	9.	1.2%	
5.	8.7%			

B. Number of people 18 or older

1.	21.1%	6.	.2%	N=2030
2.	58.3%	7.	.1%	
3.	14.7%	8.	.0%	
4.	4.7%	9.	.1%	
5.	.8%			

(average per household: 2.07)

C. Number of people between 13 and 17 years old

1.	55.2%	4.	2.5%	N=600
2.	31.8%	5.	.2%	
3.	10.3%			

(average per household: 1.61)

D. Number of children between 6 and 12 years old

1.	50.3%	5.	1.4%	N=489
2.	29.4%	6.	.8%	
3.	12.1%	7.	.0%	
4.	5.7%	8.	.2%	

(average per household: 1.82)

K. Number of people who usually watch this program

1.	48.5%	4.	4.0%	7.	1.5%	N=200
2.	25.0%	5.	2.5%	8.	.0%	
3.	16.5%	6.	1.5%	9.	.5%	

L. Ages of viewers

1	.9%	11	6.4%	18-19	1.7%	N=345
6	10.4%	12	2.6%	20-29	9.3%	
7	9.6%	13	5.8%	30-39	4.9%	
8	8.7%	14	4.9%	40-49	3.5%	
9	8.1%	15	3.5%	50-59	2.6%	
10	9.0%	16	2.9%	60-69	2.3%	
		17	2.9%			

INSTITUTE FOR EDUCATIONAL DEVELOPMENT

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APPENDIX

B

SESAME STREET SURVEY -CHICAGO

(1 to 4) Serial Number
(5.1) Card Number

6 7 8 (#) Interviewer's Name: _____

A. Location Information:

Address of HU _____

Apartment Number _____, Block _____, HU _____

Tract

B. Record of Calls:

Attempts	Date	Time	AM PM	Results: Completed Interview	Refusal	Not Home	Other (Explain)
1	____	____	__				
2	____	____	__				
3	____	____	__				
4	____	____	__				

C. Final Disposition

.....Interview completed
.....Refusal
.....Not home
.....Not a housing unit
.....Unoccupied or vacant unit
.....Other (SPECIFY) _____

_____

Date of final disposition _____

INTRODUCTION: Hello, my name is _____ from _____. I am collecting information on a children's TV program called SESAME STREET. We're not trying to sell you anything or trying to change your viewing habits. But we would like to ask you a few questions about your family and the television programs you like to watch. Your answers will be very important to us, and will be kept completely confidential.

TIME BEGUN_____

1. Do any children between the ages of 2 and 5 live here with you?

91.0% ....Yes---- (TURN TO PAGE 3, QUESTION 3)

....No

n=875

2. Do you or does anyone else who lives here usually babysit here during the day for any children between the ages of 2 and 5?

9.0% ....Yes--- (TURN TO PAGE 4, QUESTION 12)

....No

n=875

IF THE ANSWER TO BOTH THESE QUESTIONS IS "NO," ASK THE FOLLOWING QUESTIONS, AND THEN TERMINATE THE INTERVIEW.

A. Counting yourself, how many people live in this household? (RECORD)

B. How many of these people are 18 or older? (RECORD)

C. How many are between 13 and 17 years old? (RECORD)

D. How many are children between 6 and 12 years old? (RECORD)

E. Is there a television set in this house?

....No---- "THIS IS ALL THE INFORMATION I NEED. THANK YOU.

....Yes

F. Do you have more than one set?

....Yes

....No

G. Do you receive UHF, that is Channels L.A.: 28, 34, or 40
CHI.: 26, 32, or 44

....Yes

....No

H. Do you have a color set?

....Yes

....No

I. Do you or does anyone else in this household ever watch a television program called SESAME STREET?

....Yes

....No

....Don't know

J. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET (Show first page-Home Study Guide). Do you or does anyone else in this household ever watch this program?

....Yes

....No

....Don't know

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

K. How many people in your household usually watch this program?

L. What are the ages of these people? (RECORD FOR UP TO 3 PEOPLE)

....Person 1
....Person 2
....Person 3

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

* 3. How many children between 2 and 5 live here? (RECORD) | 3

* 4. Please tell me the age and sex of (this child/these children). RECORD AGE AND SEX FOR EACH CHILD. THEN ASK RESPONDENT'S RELATIONSHIP TO CHILD.

....Age
Sex (CHECK ONE)

....Boy
....Girl

RESPONDENT'S RELATIONSHIP TO CHILD: _____

....Age
Sex (CHECK ONE)

....Boy
....Girl

RESPONDENT'S RELATIONSHIP TO CHILD: _____

....Age
Sex (CHECK ONE)

....Boy
....Girl

RESPONDENT'S RELATIONSHIP TO CHILD: _____

5. Where does this child(ren) usually stay during the day? Does he/she usually stay here or usually stay somewhere else? Do they

90.2% ....All usually stay here
3.2% ....Some usually stay here and some usually stay elsewhere
6.6% ....All usually stay somewhere else → SKIP TO QUESTION 7 n=785

6. Who usually stays home with them? (MARK ANY THAT APPLY)

13.6% ....Brother or sister of child(ren)
82.5% ....Mother of child(ren)
5.3% ....Father of child(ren)
9.6% ....Grandmother
.3% ....Grandfather
4.6% ....Other relative (SPECIFY)_____
1.8% ....Other person(SPECIFY) _____

n=722

7. How often does the child(ren) stay somewhere else during the day?

12.3% ....Once a week or more
5.7% ....2 or 3 times a month
82.0% ....Seldom or never

n=766

→ CONTINUE WITH QUESTION 11 BELOW

7

8. Where does the child(ren) usually stay when not at home? (MARK ONLY ONE)

18.2% ....Friend or neighbor's home
32.3% ....Relative's house
5.1% ....Day care center
35.4% ....Headstart or other pre-school
9.1% ....Other

A. Where is that? (RECORD NAME AND ADDRESS)_____

n=99

* 9. How many days a week does the child(ren) usually stay there? (RECORD)

10. What time during the day does this child(ren) usually stay there? (RECORD HOURS AS ACCURATELY AS YOU CAN IN BOX AT RIGHT, THEN CODE AT LEFT)

24.2% ....Morning
17.6% ....Afternoon
58.2% ....Both

Hours: FROM _____ a.m./p.m.
TO _____ a.m./p.m.

n=91

COMMENTS _____

11. Do you or does anyone else who lives here ever babysit here during the day for any other children between the ages of 2 and 5?

n=795

94.3% ....No → TURN TO PAGE 5, QUESTION 17
5.7% ....Yes

11

* 12. How many (other) children between 2 and 5 come here for baby-sitting? (RECORD)

12

* 13. How old is this child(ren)? (RECORD AGE FOR UP TO 3 CHILDREN)

....Child 1
....Child 2
....Child 3

14. Who usually stays with this child(ren)? (MARK ANY THAT APPLY)

62.6% ....Mother of household
5.7% ....Father of household
17.1% ....Grandmother in household
.0% ....Grandfather in household
5.7% ....Children in household
15.4% ....Other relative (SPECIFY)_____
6.5% ....Other person (SPECIFY)_____

n=123

15. How often does this child(ren) usually stay here?

5.0% .....Once a month or less
12.5% .....2 or 3 times a month
82.5% .....Every day or nearly every day

n=120

16. What time during the day does this child(ren) usually stay here? (RECORD AS ACCURATELY AS YOU CAN IN BOX AT RIGHT, THEN CODE AT LEFT.)

n=97

4.1% .....Morning
10.3% .....Afternoon
85.6% .....Both
.0% .....Other

HOURS:
FROM _____ a.m./p.m.
TO _____ a.m./p.m.
COMMENTS _____

17. Do you have a television set in this household?

5.4% .....No ---> TURN TO PAGE 8, QUESTION 27
94.6% .....Yes

n=875

17

18. Do you have more than one TV?

41.6% .....Yes
58.4% .....No

n=834

19. Do you have a color TV?

26.4% .....Yes
73.6% .....No

n=833

20. We'd like to know something about your TV reception. For each channel I mention, please tell me whether you have no problems with your reception (picture and sound), whether you have some problems with your reception, or whether you can't receive the station at all.

IN CHICAGO, ASK THESE CHANNELS

Channel 26 (UHF)

81.4% .....No problems
5.4% .....Some problems
12.6% .....Can't receive at all
.6% .....Don't know

n=833

Channel 32 (UHF)

81.3% .....No problems
4.8% .....Some problems
13.0% .....Can't receive at all
1.0% .....Don't know

n=833

IN L.A., ASK THESE CHANNELS

Channel 28 (UHF)

....No problems
....Some problems
.....Can't receive at all
.....Don't know

Channel 34 (UHF)

.....No problems
.....Some problems
....Can't receive at all
.....Don't know

IN CHICAGO, ASK THESE CHANNELS		IN L.A. ASK THESE CHANNELS	
	Channel 9		Channel 40 (UHF)
96.0%	.....No problems n=833		.....No problems
2.8%	.....Some problems		.....Some problems
.7%	.....Can't receive at all		.....Can't receive at all
.5%	....Don't know		.....Don't know
	Channel 11		Channel 11
94.7%	.....No problems n=833		.....No problems
2.5%	.....Some problems		.....Some problems
1.1%	.....Can't receive at all		.....Can't receive at all
1.7%	.....Don't know		.....Don't know

What kinds of reception problems have you had? (RECORD)

*

21. On the average, about how many days a week would you say the young child(ren) [between 2 and 5] usually spend some time at home watching TV?

75.6%	.....Nearly every day	
12.5%	.....3 or 4 times a week	n=814
4.8%	.....2 or 3 times a week, during the week	
2.1%	.....2 or 3 times a week, but mainly on weekends	
5.0%	....Seldom or never	

22. For each of the times I read to you, please tell me whether the young child(ren) watch(es) TV almost every day, only occasionally, or seldom or never (READ CATEGORIES BELOW, CHECK ONE BOX AT LEFT FOR EACH CATEGORY.)

ALMOST EVERY DAY	ONLY OCC.	SELDOM OR NEVER		
56.3	22.2	21.4	...In the morning, before 9 o'clock	n=827
58.7	30.0	11.2	...In the morning, between 9 o'clock and noon	n=829
48.1	26.1	25.8	...In the early afternoon, between noon and 3 o'clock	n=829

ALMOST EVERY DAY	ONLY OCC.	SELDOM OR NEVER	
54.9	29.5	15.6	...In the late afternoon, between 3 o'clock and 5 o'clock n=827
36.1	31.9	32.0	...In the evening, after 5 o'clock n=822

23. Does_____usually watch TV alone, or does someone else usually watch the TV at the same time? n=825

41.8% .....Watch alone

58.2% .....Someone else usually watches → Who usually watches TV with the younger child(ren)? (CHECK ALL THAT APPLY)

71.2% .....Mother of household n=500

11.8% .....Father of household

9.4% .....Grandmother

.4% .....Grandfather

29.2% .....Older children (6 or older)

7.4% .....Younger children (2 to 5)

5.8% .....Other relative (SPECIFY) _____

4.2% .....Other person (SPECIFY) _____

24. Does the child(ren) sometime decide what to watch on TV, or does he always watch whatever happens to be on?

80.6% ....Sometimes child(ren) decide(s) n=821

19.4% .....Always watch whatever is on

25. Does the child(ren) ever watch a program <u>at</u> <u>home</u> on TV called SESAME STREET?

64.8% .....Yes

17.5% .....No n=832

17.5% .....Not sure

26. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET. (SHOW FIRST PAGE - HOME STUDY GUIDE). Would you say that _____watch(es) this program <u>at</u> <u>home</u> regularly, occasionally, seldom, or never?

33.9% .....Regularly

30.2% .....Occasionally → 68.7% n=832

4.6% .....Seldom

16.6% .....Never

14.8% .....Don't know

27. Does _____ever watch SESAME STREET on TV any place outside your home? For example, at a neighbor's house, at a day care center, or anywhere else?

12.0% .....Yes
88.0% .....No

n=869

27

IF YES, ASK

A. Where is that?

25.9% .....Friend or neighbor's house
35.3% .....Relatives house
4.7% .....Day care center
23.5% .....Headstart or other pre-school
10.6% .....Other _____

RECORD NAME, ADDRESS BELOW

n=85

B. How many days a week does _____usually stay there?

CONTINUE WITH QUESTION 28 BELOW.

IF NO,

If Child(ren) does not watch SESAME STREET at home, or if there is no TV at home, turn to QUESTION 38, PAGE 10.

If Child(ren) does watch SESAME STREET at home, CONTINUE WITH QUESTION 28 BELOW.

28. When was the last time the child(ren) watched this program?

20.2% .....Today
15.4% .....Yesterday
18.5% .....3 to 6 days ago
8.3% .....1 to 2 weeks ago
7.4% .....3 to 4 weeks ago
9.8% .....More than a month ago
20.5% .....Not sure

n=605

→TURN TO QUESTION 38, PAGE 10

28

29. What time does the child(ren) usually watch SESAME STREET?

35.9% .....Early morning
8.5% .....Late morning
25.3% .....Late afternoon
27.0% .....Both morning and afternoon
.0% .....Other (SPECIFY)_____
3.2% .....Don't know

n=434

30. About how many days a week does the child(ren) usually watch this program?

40.6% .....Once a day or more
24.0% .....4 or 5 times a week
27.7% .....2 or 3 times a week
3.0% .....Once a week or less
4.6% .....Don't know

n=433

31. How long has the child(ren) been watching SESAME STREET?

7.2% .....One month or less
21.2% .....2-3 months
37.4% .....4-6 months
27.7% .....More than 6 months
6.5% .....Don't know

n=433

* 32. Do you happen to know what channel SESAME STREET comes in on?

CH._____.....Yes (RECORD CHANNEL AT LEFT)
☐.....No (CHECK BOX AT LEFT)

33. Where did the child(ren) first hear about SESAME STREET?

25.3% .....Friends, neighbors, relatives
17.5% .....Teachers, someone at school
11.5% .....Other children
2.8% .....Newspaper or magazines
.2% .....Radio
34.8% .....TV
2.5% .....Other (SPECIFY)_____.
5.3% .....Don't know, Can't remember

(MARK ONLY ONE)

n=434

34. Where did you first hear about SESAME STREET?

27.2% .....Friends, neighbors, relatives
12.4% .....Teachers, someone at school
11.1% .....Other children
3.9% .....Newspaper or magazines
.9% .....Radio
36.9% .....TV
3.7% .....Other (SPECIFY_____
3.9% .....Don't know, Can't remember

(MARK ONLY ONE)

n=434

35. Does the child(ren) usually turn on the program or does someone usually turn on the program for the child(ren)?

51.4% .....Child turns on program
30.2% .....Child asks someone else to turn on program
18.2% .....Someone else turns on program
.2% .....Other (SPECIFY)

n=434

36. What kinds of things do you like best about SESAME STREET as a program for young children? (RECORD, WILL BE CODED LATER.)

_____

_____

_____

_____

_____

_____

54.9% .....Educational aspects in general

25.7% .....Learn to count

20.9% .....Learn the alphabet

11.6% .....Learn. Other (SPECIFY) _____

20.0% .....Entertaining, enjoyable diversion

13.1% .....Keeps children busy, out of the way

12.4% .....Other (SPECIFY)_____

.5% .....Nothing.

6.2% .....Don't know

n=421

37. What kinds of things do you dislike about SESAME STREET as a program for young children? (RECORD, THEN CODE AT LEFT.)

3.5% .....Dislike something _____

84.1% .....Dislike nothing _____

12.4% .....Don't know _____

n=429

38. Now a few questions about the rest of your family.

* .....Counting yourself, how many people live in this household?

* .....How many of these people are 18 or older?

* .....How many are between 13 and 17 years old?

* .....How many are children between 6 and 12 years old?

38

39. Are you the head of this household?

36.0% .....Yes

64.0% .....No → A. What is your relationship to the head of the house? (RECORD)_____

_____

n=874

40. How old (is head) (RECORD)

*

41. RECORD SEX OF HEAD

64.3% .....Male

35.7% .....Female

n=876

42. Was the combined income of all the people who live in this household more than $4,000 or less than $4,000 last year?

58.7% .....$4,000 or more
19.5% .....Less than $4,000 n=866
21.8% .....Don't know

43. CODE RACE OF RESPONDENT

21.2% .....White
61.4% .....Black
17.1% .....Spanish-speaking
.2% .....Other (SPECIFY) Oriental n=868
.1% .....Can't tell

IF SPANISH SPEAKING ASK A AND B, BELOW -- IF NOT GO ON TO 44.

A. Into which of the following groups would you classify yourself?

13.1% .....Mexican-American
85.5% .....Puerto Rican
.7% .....Cuban n=145
.7% .....Other (SPECIFY)_____

B. What language is usually spoken around the house? Do you usually speak Spanish, usually speak English, or usually speak both?

64.1% .....Spanish
5.9% .....English n=153
30.1% .....Both

EXPLANATION OF SESAME SPONSOR PROGRAM AT THIS POINT.

44. Do you think this program would be a good thing for children around this neighborhood?

62.4% .....Yes n=876
4.5% .....No → Why/Why not? (RECORD)_____
33.1% .....Don't know _____

44

45. If a neighbor of yours offered this kind of program for children around here, would you send your children to her?

45.3% .....Yes n=872
20.4% .....No → Why/Why not? (RECORD)_____
34.3% .....Don't know _____

46. Would you be interested in being a SESAME SPONSOR and offering a program like this to children in this neighborhood on a volunteer basis?

4.5% .....Yes
85.6% .....No
10.0% .....Don't know

Do you have a telephone number where you can usually be reached during the day?
(RECORD NAME)_____
(PHONE #) _____ n=873

47. Would you be interested in being a volunteer SESAME SPONSOR if you were compensated for such things as training, telephone use, etc.

4.5% .....Yes
83.9% .....No
11.6% .....Don't know

(RECORD NAME)_____
(PHONE # _____ n=861

48. Do you know any neighbors, friends, or relatives around here who might be interested in becoming a SESAME SPONSOR?

1.3% .....Yes
98.7% .....No n=870

IF YES, RECORD NAME, ADDRESS, PHONE NUMBER
Name _____
Address _____
_____
Phone No. _____

49. How much of your day do you spend listening to radio programs?

.....less than 1 hour
.....1 to 5 hours
.....more than 3 hours

THAT WAS MY LAST QUESTION. THANK YOU VERY MUCH FOR YOUR COOPERATION.

_____Total number of minutes for the interview. Time Ended_____

CHICAGO

SESAME STREET SURVEY QUESTIONNAIRE-ADDENDUM

Listing of answers to specific open-ended and extensive questions that elicited statistically quantifiable responses.

Questions:

3. How many children between 2 and 5 live here?

n = 792

1	2	3	4	5	6
46.7%	37.6%	13.8%	1.3%	.5%	.1%

4. Please tell me the age and sex of (this child/these children).

A. Density of 2 to 5 year olds — n = 792

Families with 1 child, 2 to 5 years old	47.5%
Families with 2 children, 2 to 5 years old	36.9%
Families with 3 or more children, 2 to 5 years old	15.7%

B. Ages — n = 1,332

2 years old	3 years old	4 years old	5 years old
19.7%	25.8%	26.6%	27.9%

C. Sex — n = 1,304

Male	Female
51.9%	48.1%

D. Respondents relationship to child — n = 1,304

Sibling	4.6
Mother	83.0
Father	3.5
Grandmother	4.8
Grandfather	.3
Other relative	3.0
Other friend	.7

9. How many days a week does the child(ren) usually stay there?

1	2	3	4	5	6	7
8.8%	7.7%	2.2%	1.1%	78.0%	1.1%	1.1%

n=91

12. How many (other) children between 2 and 5 come here for baby-sitting?

n = 116

1	2	3	4	5	6
50.9%	31.0%	11.2%	3.4%	.9%	2.6%

13. How old is this child(ren)? n = 187

2 yrs. old	3 yrs.old	4 yrs. old	5 yrs. old
17.1%	30.0%	31.6%	21.4%

20. What kinds of reception problems have you had?

n = 80

Picture	18.8
Sound	1.2
No UHF	35.0
No UHF antenna	1.2
Interference	1.2
Static	2.5
Fuzzy	21.2
Snowy	13.7
Weak Signal	5.0

27.B How many days a week does the child(ren) usually stay there?

n = 73

1	2	3	4	5	6	7
9.6%	8.2%	5.5%	0	72.6%	0	4.1%

32. Do you happen to know what channel SESAME STREET comes in on?

n = 436

Correct channel	87.8
Incorrect channel	8.5
Don't know	3.6

38. Counting yourself, how many people live in this household?

Household size n = 870

2	7.9%	6	13.1	11	.5%
3	17.8%	7	5.9%	12	.1%
4	21.6%	8	4.9%	13	.1%
5	22.0%	9	3.6%	14	.0%
		10	2.4%	15	.1%

(average per household 5.64)

Number in household 18 or older n = 854

1	22.1%	4	4.6%	7	.0%
2	60.2%	5	.5%	8	.1%
3	12.4%	6	.1%	9	.0%

(average per household 2.02)

38. Counting yourself, how many people live in this household? (Continued)

Number in household between 13 and 17 years old

n = 263

1	47.1%	4	3.8%
2	36.1%	5	.4%
3	12.2%	6	.4%

(average per household: 1.75)

Number in household between 6 and 12 years old

n = 368

1	49.7%	4	6.5%
2	26.9%	5	1.9%
3	13.9%	6	1.1%

(average per household: 1.87)

39. What is your relationship to the head of the house?

n = 551

Wife	80.6%
Son	1.6%
Daughter	7.8%
Mother	4.2%
Father	.2%
Aunt or Uncle	.2%
Sister or Brother	1.6%
Other	3.8%

40. How old (is head)

n = 655

18, 19	.9%	34, 35	7.7%
20, 21	1.6%	36, 37	6.8%
22, 23	5.6%	38, 39	6.0%
24, 25	8.5%	40--49	14.8%
26, 27	10.9%	50--59	5.3%
28, 29	12.1%	60--69	2.2%
30, 31	9.5%	70--79	.4%
32, 33	7.9%	80--89	.1%

44. Do you think this program would be a good thing for children around this neighborhood?

1. It's educational and helps them learn something.
2. Good preschool education.
3. Keeps them off the street.

45. If a neighbor of yours offered this kind of program for children around here, would you send your children to her?

1. It would help them learn the alphabet and how to count.
2. Children need to be with other children so they can learn--they learn better in groups.
3. Depends on who the neighbor is.

Characteristics of the "non-preschool" sample - Chicago

1. Do any children between the ages of 2 and 5 live here with you?

....Yes---- (TURN TO PAGE 3, QUESTION 3)

....No

102

2. Do you or does anyone else who lives here usually babysit here during the day for any children between the ages of 2 and 5?

....Yes--- (TURN TO PAGE 4, QUESTION 12)

....No

IF THE ANSWER TO BOTH THESE QUESTIONS IS "NO," ASK THE FOLLOWING QUESTIONS, AND THEN TERMINATE THE INTERVIEW.

* A. Counting yourself, how many people live in this household? (RECORD)

* B. How many of these people are 18 or older? (RECORD)

* C. How many are between 13 and 17 years old? (RECORD)

* D. How many are children between 6 and 12 years old? (RECORD)

* E. Is there a television set in this house?

8.0% ....No---- "THIS IS ALL THE INFORMATION I NEED. THANK YOU."

92.0% ....Yes N=511

F. Do you have more than one set?

36.7% ....Yes N=479

63.3% ....No

G. Do you receive UHF, that is Channels L.A.: 28, 34, or 40 CHI.: 26, 32, or 44

75.0% ....Yes

25.0% ....No N=479

H. Do you have a color set?

25.0% ....Yes N=480

75.0% ....No

I. Do you or does anyone else in this household ever watch a television program called SESAME STREET?

15.2% ....Yes N=480

69.4% ....No

15.4% ....Don't know

J. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET (Show first page-Home Study Guide). Do you or does anyone else in this household ever watch this program?

17.7% ....Yes N=481

82.3% ....No

....Don't know

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

* K. How many people in your household usually watch this program?

* L. What are the ages of these people? (RECORD FOR UP TO 3 PEOPLE)

....Person 1

....Person 2

....Person 3

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

*See Addendum

ADDENDUM-CHICAGO

Area:

Grand Boulevard	60.9%	N=517
West Town	17.0%	
Lawndale	20.5%	
Uptown	1.6%	

A. Total number in household

1.	11.4%	6.	6.6%	N=511
2.	26.6%	7.	1.8%	
3.	23.9%	8.	1.4%	
4.	18.4%	9.	1.2%	
5.	8.8%			

B. Number of people 18 or over

1.	19.5%	4.	4.1%	N=493
2.	52.5%	5.	.4%	
3.	23.1%	6.	.4%	

(average per household: 2.15)

C. Number of people between 13 and 17 years old

1.	52.3%	3.	11.3%	N=195
2.	35.9%	4.	.5%	

(average per household: 1.60)

D. Number of children between 6 and 12 years old

1.	52.0%	4.	2.7%	N=150
2.	30.7%	5.	1.3%	
3.	13.3%			

(average per household: 1.71)

K. Number of people who usually watch this program

1.	60.0%	4.	.0%	N=70
2.	27.1%	5.	1.4%	
3.	10.0%	6.	1.4%	

L. Ages of viewers N=112

1	.0%	11	7.1%	18-19	3.6%
6	17.0%	12	4.5%	20-29	11.6%
7	14.3%	13	1.8%	30-39	4.5%
8	10.7%	14	8.0%	40-49	1.8%
9	6.2%	15	2.7%	50-59	.0%
10	6.2%	16	.0%	60-69	.0%
		17	.0%		

CODING SHEET FOR X^2 INTERPRETATION

APPENDIX

INSTITUTE FOR EDUCATIONAL DEVELOPMENT
999 N. SEPULVEDA BLVD · EL SEGUNDO, CALIFORNIA 90245 · (213) 772-2127

C

SESAME STREET SURVEY

(1 to 4) Serial Number
(5.1) Card Number

_ _ _(#) Interviewer's Name: _____
6 7 8

A. Location Information:

Address of HU _____

Apartment Number _____, Block _____, HU _____

Tract

B. Record of Calls:

Attempts	Date	Time	AM PM	Results: Completed Interview	Refusal	Not Home	Other (Explain)
1	___	___	__				
2	___	___	__				
3	___	___	__				
4	___	___	__				

C. Final Disposition

.....Interview completed
.....Refusal
.....Not home
.....Not a housing unit
.....Unoccupied or vacant unit
.....Other (SPECIFY) _____

_____

Date of final disposition _____

INTRODUCTION: Hello, my name is _____ from _____. I am collecting information on a children's TV program called SESAME STREET. We're not trying to sell you anything or trying to change your viewing habits. But we would like to ask you a few questions about your family and the television programs you like to watch. Your answers will be very important to us, and will be kept completely confidential.

TIME BEGUN_____

5. 1. Do any children between the ages of 2 and 5 live here with you?

.1 ....Yes---- (TURN TO PAGE 3, QUESTION 3)

.2 ....No

6. 2. Do you or does anyone else who lives here usually babysit here during the day for any children between the ages of 2 and 5?

.1 ....Yes---- (TURN TO PAGE 4, QUESTION 12)

.2 ....No

IF THE ANSWER TO BOTH THESE QUESTIONS IS "NO," ASK THE FOLLOWING QUESTIONS, AND THEN TERMINATE THE INTERVIEW.

A. Counting yourself, how many people live in this household? (RECORD)

B. How many of these people are 18 or older? (RECORD)

C. How many are between 13 and 17 years old? (RECORD)

D. How many are children between 6 and 12 years old? (RECORD)

E. Is there a television set in this house?

....No---- "THIS IS ALL THE INFORMATION I NEED. THANK YOU."

....Yes

F. Do you have more than one set?

....Yes

....No

G. Do you receive UHF, that is Channels L.A.: 28, 34, or 40
CHI.: 26, 32, or 44

....Yes

....No

H. Do you have a color set?

....Yes

....No

I. Do you or does anyone else in this household ever watch a television program called SESAME STREET?

....Yes

....No

....Don't know

J. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET (Show first page-Home Study Guide). Do you or does anyone else in this household ever watch this program?

....Yes

....No

....Don't know

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

K. How many people in your household usually watch this program?

L. What are the ages of these people? (RECORD FOR UP TO 3 PEOPLE)

....Person 1
....Person 2
....Person 3

"THIS IS ALL THE INFORMATION I NEED. HERE IS SOME INFORMATION ABOUT SESAME STREET WHICH MAY BE OF SOME INTEREST TO YOU OR SOMEONE ELSE IN YOUR FAMILY. THANK YOU."

7. 3. How many children between 2 and 5 live here? (RECORD) | 3

4. Please tell me the age and sex of (this child/these children). RECORD AGE AND SEX FOR EACH CHILD. THEN ASK RESPONDENT'S RELATIONSHIP TO CHILD.

8. ....Age
Sex (CHECK ONE) RESPONDENT'S RELATIONSHIP TO CHILD:

9.1 ....Boy
9.2 ....Girl 10. SEE ADDENDUM

11. ....Age
Sex (CHECK ONE) RESPONDENT'S RELATIONSHIP TO CHILD:

12.1 ...Boy
12.2 ....Girl 13. SEE ADDENDUM

14. ....Age
Sex (CHECK ONE) RESPONDENT'S RELATIONSHIP TO CHILD:

15.1 ....Boy
15.2 ....Girl 16. SEE ADDENDUM

5. Where does this child(ren) usually stay during the day? Does he/she usually stay here or usually stay somewhere else? Do they

...All usually stay here
17.1 <...Some usually stay here and some usually stay elsewhere
17.2 ....All usually stay somewhere else → SKIP TO QUESTION 7

6. Who usually stays home with them? (MARK ANY THAT APPLY)

18. ....Brother or sister of child(ren)
19. ...Mother of child(ren)
20. ....Father of child(ren)
21. ....Grandmother
22. ....Grandfather
23. ....Other relative (SPECIFY) _____
24. ....Other person(SPECIFY) _____

(.1 INDICATES YES)
(.2 INDICATES NO)

7. How often does the child(ren) stay somewhere else during the day?

25.1 ....Once a week or more

25.2 ....2 or 3 times a month
....Seldom or never

CONTINUE WITH QUESTION 11 BELOW

7

8. Where does the child(ren) usually stay when not at home? (MARK ONLY ONE)

26.1 ....Friend or neighbor's home
26.2 ....Relative's house
26.3 ....Day care center
26.4 ...Headstart or other pre-school
26.5 ....Other

A. Where is that? (RECORD NAME AND ADDRESS)_____

27. 9. How many days a week does the child(ren) usually stay there? (RECORD)

10. What time during the day does this child(ren) usually stay there? (RECORD HOURS AS ACCURATELY AS YOU CAN IN BOX AT RIGHT, THEN CODE AT LEFT)

28.1 ....Morning
28.2 ....Afternoon
28.3 ....Both

Hours: FROM_____a.m./p.m.
29. TO _____a.m./p.m.
30. COMMENTS_____

11. Do you or does anyone else who lives here ever babysit here during the day for any other children between the ages of 2 and 5?

31.1 ....No---- TURN TO PAGE 5, QUESTION 17
31.2 ....Yes

11

32. 12. How many (other) children between 2 and 5 come here for baby-sitting? (RECORD)

12

13. How old is this child(ren)? (RECORD AGE FOR UP TO 3 CHILDREN)

33. ....Child 1
34. ....Child 2
35. ....Child 3

14. Who usually stays with this child(ren)? (MARK ANY THAT APPLY)

36. ....Mother of household
37. ....Father of household
38. ....Grandmother in household
39. ....Grandfather in household
40. ....Children in household
41. ....Other relative (SPECIFY)_____
42. ....Other person (SPECIFY)_____

(.1 INDICATES YES)
(.2 INDICATES NO)

15. How often does this child(ren) usually stay here?

43.1 ....Once a month or less
43.1 ....2 or 3 times a month
43.2 .....Every day or nearly every day

16. What time during the day does this child(ren) usually stay here? (RECORD AS ACCURATELY AS YOU CAN IN BOX AT RIGHT, THEN CODE AT LEFT.)

44.1 .....Morning
44.2 .....Afternoon
44.3 .....Both
.....Other

HOURS:
FROM _____ a.m./p.m.
TO _____ a.m./p.m.
COMMENTS _____

45. _____
46. _____

17. Do you have a television set in this household?

47.1 .....No ——→ TURN TO PAGE 8, QUESTION 27
47.2 .....Yes

17

18. Do you have more than one TV?

48.1 .....Yes
48.2 .....No

19. Do you have a color TV?

49.1 ....Yes
49.2 .....No

20. We'd like to know something about your TV reception. For each channel I mention, please tell me whether you have no problems with your reception (picture and sound), whether you have some problems with your reception, or whether you can't receive the station at all.

IN CHICAGO, ASK THESE CHANNELS

Channel 26 (UHF)

51.1 ....No problems
51.1 ....Some problems
51.2 ....Can't receive at all
51.2 ....Don't know

Channel 32 (UHF)

52.1 ....No problems
52.1 ....Some problems
52.2 ....Can't receive at all
52.2 ....Don't know

IN L.A., ASK THESE CHANNELS

Channel 28 (UHF)

.....No problems
.....Some problems
.....Can't receive at all
.....Don't know

Channel 34 (UHF)

....No problems
.....Some problems
.....Can't receive at all
.....Don't know

IN CHICAGO, ASK THESE CHANNELS	IN L.A. ASK THESE CHANNELS
Channel 9	**Channel 40 (UHF)**
53.1 ....No problems	.....No problems
.....Some problems	.....Some problems
53.2 ....Can't receive at all	.....Can't receive at all
....Don't know	.....Don't know
Channel 11	**Channel 11**
54.1 ....No problems	.....No problems
.....Some problems	.....Some problems
54.2 ....Can't receive at all	.....Can't receive at all
....Don't know	.....Don't know

What kinds of reception problems have you had? (RECORD)

55, 56,

21. On the average, about how many days a week would you say the young child(ren) [between 2 and 5] usually spend some time at home watching TV?

57.1 ....Nearly every day
57.2 ....3 or 4 times a week
57.3 .....2 or 3 times a week, during the week
57.4 .....2 or 3 times a week, but mainly on weekends
57.5 .....Seldom or never

22. For each of the times I read to you, please tell me whether the young child(ren) watch(es) TV almost every day, only occasionally, or seldom or never (READ CATEGORIES BELOW, CHECK ONE BOX AT LEFT FOR EACH CATEGORY.)

ALMOST EVERY DAY	ONLY OCC.	SELDOM OR NEVER	
58.1	58.2		...In the morning, before 9 o'clock
59.1	59.2		...In the morning, between 9 o'clock and noon
60.1	60.2		...In the early afternoon, between noon and 3 o'clock

ALMOST EVERY DAY	ONLY OCC.	SELDOM OR NEVER

61.1 61.2

...In the late afternoon, between 3 o'clock and 5 o'clock

62.1 62.2

...In the evening, after 5 o'clock

23. Does_____usually watch TV alone, or does someone else usually watch the TV at the same time?

63.1 .....Watch alone
63.2 .....Someone else usually watches

Who usually watches TV with the younger child(ren)? (CHECK ALL THAT APPLY)

64. .....Mother of household
65. .....Father of household
66. .....Grandmother
67. .....Grandfather
68. .....Older children (6 or older)
69 .....Younger children (2 to 5)
70. .....Other relative (SPECIFY) _____
71. .....Other person (SPECIFY) _____

24. Does the child(ren) sometime decide what to watch on TV, or does he always watch whatever happens to be on?

72.1 .....Sometimes child(ren) decide(s)
72.2 .....Always watch whatever is on

25. Does the child(ren) ever watch a program at home on TV called SESAME STREET?

73.1 .....Yes
73.2 .....No
.....Not sure

26. Just to make sure we're talking about the same program, here are some of the kinds of things they show on SESAME STREET. (SHOW FIRST PAGE - HOME STUDY GUIDE). Would you say that _____watch(es) this program at home regularly, occasionally, seldom, or never?

74.1 .....Regularly
.....Occasionally
74.2 .....Seldom
.....Never
.....Don't know

27. Does _____ ever watch SESAME STREET on TV any place outside your home? For example, at a neighbor's house, at a day care center, or anywhere else?

75.1 .....Yes
75.2 .....No

27

IF YES, ASK

A. Where is that?

76.1 .....Friend or neighbor's house
76.2 .....Relatives house
76.3 .....Day care center
76.4 .....Headstart or other pre-school
76.5 .....Other _____

→ RECORD NAME, ADDRESS BELOW

77. ____ B. How many days a week does _____ usually stay there?

CONTINUE WITH QUESTION 28 BELOW.

IF NO,

If Child(ren) does not watch SESAME STREET at home, or if there is no TV at home, turn to QUESTION 38, PAGE 10.

If Child(ren) does watch SESAME STREET at home, CONTINUE WITH QUESTION 28 BELOW.

28. When was the last time the child(ren) watched this program?

78.1 .....Today
78.2 .....Yesterday
78.3 .....3 to 6 days ago
78.4 .....1 to 2 weeks ago
78.5 .....3 to 4 weeks ago
78.6 .....More than a month ago
78.6 .....Not sure

→ TURN TO QUESTION 38, PAGE 10

28

29. What time does the child(ren) usually watch SESAME STREET?

79.1 .....Early morning
79.2 .....Late morning
79.3 .....Late afternoon
79.4 .....Both morning and afternoon
79.5 .....Other (SPECIFY) _____
79.5 .....Don't know

A-42

30. About how many days a week does the child(ren) usually watch this program?

80.1 .....Once a day or more
80.2 .....4 or 5 times a week
80.3 .....2 or 3 times a week
80.4 .....Once a week or less
.....Don't know

31. How long has the child(ren) been watching SESAME STREET?

81.1 .....One month or less
81.2 .....2-3 months
81.3 .....4-6 months
31.4 .....More than 6 months
.....Don't know

32. Do you happen to know what channel SESAME STREET comes in on?

82.* CH._____.....Yes (RECORD CHANNEL AT LEFT)
☐.....No (CHECK BOX AT LEFT)

33. Where did the child(ren) first hear about SESAME STREET?

(MARK ONLY ONE)

83.1 .....Friends, neighbors, relatives
83.2 .....Teachers, someone at school
83.3 .....Other children
83.4 .....Newspaper or magazines
83.5 .....Radio
83.6 .....TV
83.7 .....Other (SPECIFY)_____
.....Don't know, Can't remember

34. Where did <u>you</u> first hear about SESAME STREET?

(MARK ONLY ONE)

84.1 .....Friends, neighbors, relatives
84.2 .....Teachers, someone at school
84.3 .....Other children
84.4 .....Newspaper or magazines
84.5 .....Radio
84.6 .....TV
84.7 .....Other (SPECIFY_____
.....Don't know, Can't remember

35. Does the child(ren) usually turn on the program or does someone usually turn on the program for the child(ren)?

85.1 .....Child turns on program
85.2 .....Child asks someone else to turn on program
85.3 .....Someone else turns on program
85.4 .....Other (SPECIFY)

*See Addendum

36. What kinds of things do you like best about SESAME STREET as a program for young children? (RECORD, WILL BE CODED LATER.)

_____

_____

_____

_____

_____

_____

(.1 INDICATES YES)
(.2 INDICATES NO)

86. .....Educational aspects in general
87. .....Learn to count
88. .....Learn the alphabet
89. .....Learn. Other (SPECIFY) _____
90. .....Entertaining, enjoyable diversion
91. .....Keeps children busy, out of the way
92. .....Other (SPECIFY)_____
93. .....Nothing
94. .....Don't know

37. What kinds of things do you dislike about SESAME STREET as a program for young children? (RECORD, THEN CODE AT LEFT.)

95.1 .....Dislike something _____
95.2 .....Dislike nothing _____
95.3 .....Don't know _____

38. Now a few questions about the rest of your family.

96. .....Counting yourself, how many people live in this household?
97. .....How many of these people are 18 or older?
98. .....How many are between 13 and 17 years old?
99. .....How many are children between 6 and 12 years old?

38

39. Are you the head of this household?

100.1 .....Yes
100.2 .....No → A. What is your relationship to the head of the house? (RECORD)_____

101. SEE ADDENDUM

40. How old (is head) (RECORD)

102.

41. RECORD SEX OF HEAD

103.1 .....Male
103.2 .....Female

A-44

42. Was the combined income of all the people who live in this household more than $4,000 or less than $4,000 last year?

104.1 .....$4,000 or more
104.2 .....Less than $4,000
.....Don't know

43. CODE RACE OF RESPONDENT

105.1 .....White
105.2 .....Black
105.3 .....Spanish-speaking
.....Other (SPECIFY)_____
.....Can't tell

IF SPANISH SPEAKING ASK A AND B, BELOW -- IF NOT GO ON TO 44.

A. Into which of the following groups would you classify yourself?

106.1 .....Mexican-American
106.2 .....Puerto Rican
106.3 .....Cuban
106.4 .....Other (SPECIFY)_____

B. What language is usually spoken around the house? Do you usually speak Spanish, usually speak English, or usually speak both?

107.1 .....Spanish
107.2 .....English
107.3 .....Both

EXPLANATION OF SESAME SPONSOR PROGRAM AT THIS POINT.

44. Do you think this program would be a good thing for children around this neighborhood?

44

108.1 .....Yes
108.2 .....No
.....Don't know

Why/Why not? (RECORD)_____
_____

45. If a neighbor of yours offered this kind of program for children around here, would you send your children to her?

109.1 .....Yes
109.2 .....No
.....Don't know

Why/Why not? (RECORD)_____
_____

46. Would you be interested in being a SESAME SPONSOR and offering a program like this to children in this neighborhood on a volunteer basis?

110.1 ....Yes

110.2 ....No

....Don't know

Do you have a telephone number where you can usually be reached during the day?

(RECORD NAME)_____

(PHONE #) _____

47. Would you be interested in being a volunteer SESAME SPONSOR if you were compensated for such things as training, telephone use, etc.

111.1 .....Yes

111.2 .....No

.....Don't know

(RECORD NAME)_____

(PHONE # _____

48. Do you know any neighbors, friends, or relatives around here who might be interested in becoming a SESAME SPONSOR?

112.1 ....Yes

112.2 .....No

IF YES, RECORD NAME, ADDRESS, PHONE NUMBER

Name _____

Address _____

_____

Phone No. _____

49. How much of your day do you spend listening to radio programs?

114.1 .....less than 1 hour

114.2 .....1 to 3 hours

114.3 .....more than 3 hours

THAT WAS MY LAST QUESTION. THANK YOU VERY MUCH FOR YOUR COOPERATION.

____Total number of minutes for the interview. Time Ended_____

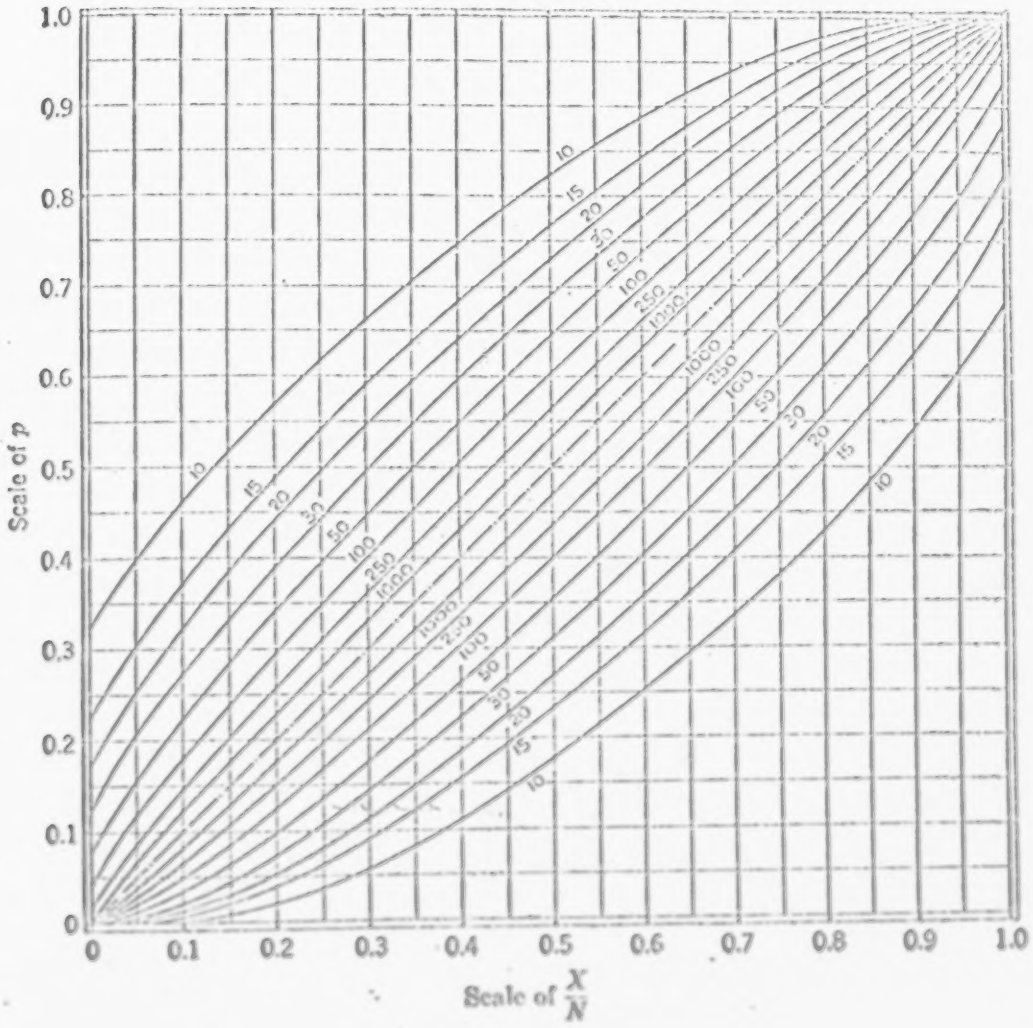
ADDENDUM TO CODING SHEET

VARIABLE		
2	Area	
	10	Watts/South Central (LA)
	20	East Los Angeles (LA)
	30	El Monte (LA)
	40	Pacoima (LA)
	50	Grand Boulevard-Oakland (Chicago)
	60	West Town (Chicago)
	70	Lawndale (Chicago)
	80	Uptown
10, 13, 16	Respondent's Relationship to Child	
	.1	Brother or Sister
	.2	Mother
	.3	Father
	.4	Grandmother
	.5	Grandfather
	.6	Other Relative
	.7	Other Person
82	Channel Sesame Street Comes in On	
	.1	Correct Channel Given
	.2	Did Not Know
	.3	Incorrect Channel Given
101	Respondent's Relationship to Head of Household	
	.1	Wife
	.2	Husband
	.3	Son
	.4	Daughter
	.5	Mother
	.6	Father
	.7	Aunt or Uncle
	.8	Sister or Brother
	.9	Other

APPENDIX

D

Confidence Belts for Proportions*
(Confidence coefficient .95)



*This chart is reproduced with the permission of Professor E. S. Pearson from C.J. Clopper, E. S. Pearson, "The use of confidence or fiducial limits illustrated in the case of the binomial," *Biometrika*, vol. 26 (1934), p. 404.

APPENDIX

E

COMMUNITIES IN LOS ANGELES COUNTY

CENTRAL LOS ANGELES

68	Boyle Heights
191	Downtown
69	East Los Angeles
62	El Sereno
59	Elysian Park
43	Highland Park
47	Hollywood
27	Hollywood Hills, Griffith Park
61	Lincoln Heights
60	Mount Washington
41	Silverlake
39	West Hollywood
30	Westlake
56	West Wilshire
66	Wholesale
57	Wilshire
77	Wilshire, Pico

EAST SAN GABRIEL

33	Azusa
47	Baldwin Park
49	Covina
50	Covina Highlands
34	Glendora, San Dimas
72	Industry
73	La Puente

FOOTHILL

32	Altadena
31	Arcadia
21	Central Pasadena
23	East Pasadena
52	La Canada, Flintridge
45	San Marino
44	South Pasadena
78	Southwest Pasadena

HARBOR

113	Dominguez
112	East Torrance
104	Gardena
125	Palos Verdes
127	San Pedro
111	West Torrance
126	Wilmington

LONG BEACH

120	Artesia, Dairy Valley
116	Bellflower
122	Bixby Knolls, Signal Hill
129	Central Long Beach
123	East Long Beach
124	Hawaiian Gardens
119	Lakewood
118	North Long Beach
130	Ocean Front
115	Paramount
128	Terminal Island
121	West Long Beach

POMONA

35	Claremont, La Verne
51	Pomona

RIO HONDO

107	Downey
108	La Mirada, Santa Fe Springs
89	Montebello
117	Norwalk
90	Pico Rivera
91	Whittier

SOUTH CENTRAL LOS ANGELES

86	Avalon
88	Bell, Bell Gardens
81	Central
102	Compton, Willowbrook
114	East Compton
101	East Inglewood
85	Exposition Park
95	Florence, Graham
87	Huntington Park, Maywood
106	Lynwood
79	Santa Barbara
105	South Gate
94	South Vermont, Greenmeadows
	University
103	Watts

SAN FERNANDO VALLEY

3	Canoga Park
2	Chatsworth
24	Encino, Tarzana
6	Granada Hills
8	Mission Hills
17	North Hollywood
7	Northridge
132	Pacoima
11	Panorama City
15	Reseda
9	San Fernando
10	Sepulveda
25	Sherman Oaks
26	Studio City
13	Sunland
12	Sun Valley
5	Sylmar
14	Tujunga
16	Van Nuys
4	Woodland Hills

SAN GABRIEL VALLEY

63	Alhambra
48	El Monte
70	Monterey Park
65	Rosemead
64	San Gabriel
71	South San Gabriel
46	Temple City

SOUTHWEST

83	Baldwin Hills
97	El Segundo
98	Hawthorne
110	Hermosa Beach
93	Inglewood
99	Lawndale
84	Leimert
96	Lennox
100	Manhattan Beach
109	Redondo Beach
78	West Adams
92	Westchester

VERDUGO HILLS

42	Atwater, Glassell
18	Burbank
29	Eagle Rock
19	North Glendale
28	South Glendale

WEST

38	Beverly Hills
55	Beverly, La Cienega
37	Brentwood
82	Culver City
1	Malibu, Calabasas
75	Mar Vista
52	North Santa Monica
36	Pacific Palisades
76	Palms
74	South Santa Monica
67	Venice, Del Rey
53	West Los Angeles
54	Westwood, Sawtelle

APPENDIX F

LISTING INSTRUCTIONS

I. BASIC DEFINITIONS

A housing unit (hu) is defined as:

> a group of rooms, or a single room occupied, or intended for occupancy, as separate living quarters by a family or some other group of persons living alone.

In order to be considered separate living quarters, the room or group of rooms must have either:

A. separate cooking facilities, i.e., separate cooking equipment for the exclusive use of the occupants whether or not they use it.

or:

B. a separate entrance, i.e., there is no need to go through anybody else's living quarters to reach the housing unit and no other occupant in the structure has to pass through the housing unit. Access through a common hall is acceptable if the above criteria are met.

II. WHAT TO INCLUDE

A. Usually a housing unit is:

> a single family house, an apartment in an apartment building, an apartment in an apartment hotel, a unit in a duplex or set of rowhouses (i.e., units sharing an interior wall), a flat in a two or three flat building. These can usually be determined to be housing units by simply counting the entrance ways outside the building or counting the mailboxes or apartment listings within an entrance way.

B. A housing unit can also be:

> an apartment behind a store (or above a store), a basement apartment, an attic apartment, an apartment in a divided-up old house, etc. These may be a little harder to identify, but are very important to include.

C. Vacant housing units:

> A vacant hu is to be included in the listing if it is intended for occupancy. If it is vacant because it is condemned or about to be torn down (or in another way not intended for occupancy), do not include it. Look for signs, boarded-up windows, etc., to decide whether it is ever likely to be occupied. Most vacant units, however, are intended for occupancy and, therefore, would be listed.

D. Housing units under construction:
A hu under construction should be listed. As soon as there is a hole in the ground or foundations for a building intended to contain housing units, include its description in your listing. Find out the approximate number of hu's to be built from the contractor or construction supervisors on the job or from other reliable sources of information.

E. Trailers, tents, boats, railroad cars:
If a trailer, tent, boat, or railroad car is occupied as a permanent residence, it is a housing unit and should be listed.

III. WHAT NOT TO INCLUDE

A. Transient housing:
Units occupied by a transient population are not included. Transient occupancy is defined as occupancy for three weeks or less.

Usually hotels or motels contain only, or mostly, units for temporary occupation. Some hotels or motels, however, are either wholly or partly intended for permanent residency. If there is any question about whether the hu's are for permanent or transient residents, ask someone in charge (manager, desk clerk, etc.). Remember that the hu's must only be intended for permanent residency (i.e., by our definition, more than three weeks), not necessarily permanently occupied at the time of the listing.

In transient hotels or motels, include in the listing any hu's occupied or intended for occupancy by people who maintain or run these places, such as managers.

B. Institutions:
No institutional units are to be listed. This refers to convents or monasteries, fraternity or sorority houses, homes for the aged or dependent, hospitals, mental and penal institutions, missions, flophouses, Salvation Army shelters and similar places, nurses' homes, orphanages, residential clubs, YMCA's, YWCA's, rest or convalescent homes, and dormitories for students. (Married student housing or housing for students set up in apartment style -- meeting the usual Housing Unit definition -- is not considered a dormitory and should be included in your listing.)

In institutions, as in transient hu's, include in the listing any hu's occupied or intended for occupancy by people who maintain or run these places, like managers, grounds keepers, janitors, and the like.

IV. INSTRUCTIONS

For each block you will receive a folder. The folder will contain:

a sketch of the block - a map with street names to help you locate the particular blocks.

special instruction sheet - occasionally there will be a special instruction specific to that block. It will be on this page. You will use the sheet to add your notes.

listing sheets - sheets on which you will record the address and description of each hu you list.

additional blank sketch sheet - a sheet to be used for drawing any additional sketches which are needed.

How to proceed:

A. Verify the sketch

Go around each block shown on the sketch, following the arrows. The sketch usually shows recognizable physical features such as streets, railroad tracks, streams, highways, city limit, etc.

On this first trip around the whole area, you are apt to spot any discrepancy between the sketch and the actual setting. Such changes may have occurred since the map we used was drawn up. You may find new roads or roads closed.

If there is a change, find out where the new features are in relation to the remaining older ones. Do not alter the sketch but draw a new one on the sketch sheet. Then call the office for instructions before you proceed, as there is a possibility you may have been given the wrong block.

B. Listing

1. Listing of hu's can be done mostly by observation. Occasionally you will have to ask questions if you cannot ascertain the number or description of hu's in a structure by observation, ask someone -- a resident, the janitor, manager, etc.

2. Write your name at the top of the listing sheet on the line under "Listed by _____." Also write the Tract and Block number in the boxes provided. Then write the page number (the first listing sheet being page 1). Fill in this information as you start each new page. After you have finished listing the block, count the total number of listing pages you have used and put this number on the line after "of" (i.e., Page ___ of ___) on each page. If there are five listing pages all together, for example, page three would have Page 3 of 5 written at the top.

3. Where to start
Start where it says to start on the sketch and continue around the block in a clockwise direction. List every hu on the block in order.

4. Non-residential structures
Do not list any structures which do not contain hu's on the listing sheets. Record information about structures which do not contain hu's on the special instruction sheet. (For example, "School on Maple Ave.," "Elm Street -- all stores and offices," etc.

5. Record one hu on each line on the listing sheet and do not skip any line. Use only the first four columns to write in. Do not write in the two columns at the right. If you need more room to complete the description of any one hu, use the Special Instruction sheet -- not another line on the listing sheet. Write the hu# on the special instruction sheet and continue the description on this.

6. For each hu we need a record of:
   a. a street name. (Ditto marks can be used on the listing sheet if made very clear.)

   b. a street address. Record the street address of each hu. A structure may not have any number. Do not assume, for example, that 512 is between 510 and 514 unless you actually see this number on the structure. If you do not, enter a description of the location of the structure or hu in the appropriate column.

c. An apartment number or other description. Descriptions should be made in Column 4 headed Description and Location.

(1) If there is only one hu in the structure, we do not need a description.

(2) If there is more than one hu in the structure, we need a description of each hu.

The description will usually be an apartment number or letter. Make sure it distinguishes only one single hu.

If there is no apartment number, you should give a specific description of the hu according to

(1) story (basement, 1st floor, etc.)
(2) side (from left to right)
(3) front or rear

For example: 1st floor, left rear

2nd floor, left corridor, 3rd left

Building C, 5th floor, rear corridor, 4th floor from the left rear

When listing an apartment building, you should always follow a regular pattern.

- From the lowest floor to the highest.
- From left to right (from outside, facing the building).
- From front to rear.
- One floor at a time.

If you find it too difficult to describe, you can also draw a picture on the additional blank sketch sheet included in the folder. Indicate stairways and entrances to hu's.

V. HOW TO SELECT YOUR HU'S FOR INTERVIEWING

You will notice that the listing sheets have certain hu numbers circled in advance. Conduct an interview at each hu so indicated. For your own records, check the column headed "complete" when you either complete an interview or come to some other final determination.

N.B.: You need not necessarily list the entire block before conducting any interviews. However, make certain that you resume your listing wherever you have just left off.

APPENDIX G

VALIDATION FORM

_____Serial_____I#_____Tract_____Block

_____Map_____
(address)

Hello, I'm_____ and I'm working with the Sesame Street Survey.

_____Yes
_____No

1. Has someone asked you or someone in this household a few questions about Sesame Street recently?

_____Live-in
_____Babysat
_____No

2. Do you have children between 2-5 years old who live here or that you babysit here?

_____Yes
_____No

3. Do you have a TV?

_____No problems
_____Some problems
_____Don't receive

4. How well do you receive channel 28?

_____Yes
_____No

5. Did Mr./Mrs./Miss)_____ _____explain the Sesame Street sponsor program to you? *(If not, explain now.)*

_____Yes
_____No

6. Now that you know a little more about it, do you think that you would like to participate in the program?

If yes:

Name _____

Address_____

Phone _____

Thank you for your cooperation.

_____
(initials)

EDUCATION NEWS

'Sesame St.' Survey Set

Television viewing surveys regarding the new children's television show "Sesame Street" have begun in several Los Angeles locations and will continue through the month of July.

The results of the survey will be used to make the show a more effective learning medium for children. The target areas for the survey are South Central and East Los Angeles, El Monte and Pacoima. Approximately 800 families will be interviewed.

Twenty-two researchers, most of whom are residents of the community to be surveyed, will conduct the door-to-door interviews. They will ask questions such as "Does your child watch TV and Have you heard of or do you watch Sesame Street?"

Prior to the launching of the survey teams, a planning seminar was held for leaders and residents from the four areas to give them the opportunity to react and make recommendations concerning the study.

"Sesame Street's" primary target is children between the ages of two and five. Many educators now believe that two-thirds of all intellectual growth occurs by the time a child is six, i.e., before most children start school.

For this reason, the continued success of educational programs like "Sesame Street" is most important. This is the reason for the survey which is to find ways to maximize the long-term effectiveness of the show.

The Children's Television Workshop, producer of "Sesame Street," has received unexcelled acclaim for the new program from educators, performers and the television and motion picture industries. "Sesame Street," for example, recently won the Peabody Award for the best children's television program.

Southside Journal —

Thursday, July 23, 1970

Television show survey underway

Television viewing survey of a children's show, "Sesame Street," are being conducted in the Southside and other Southland communities by 22 researchers, most of them residents of the communities being surveyed.

Door-to-door interviews are being conducted. Prior to start of the survey a planning seminar was conducted. Those attending included Mrs. Addie-lyne Beauford, Imperial Courts parent-volunteer Ray T. Dawson, human resources agency; Edward Abbe Robinson, Community NAPP worker; and Mrs. Inez C. Taylor, parent-headstart director.

Survey is under auspices of the Institute for Educational

[illegible] headquarters, with head offices at 1772 Santa Fe[illegible] Pearl Collette is coordinator.

END